

## **Plymouth's Local Campaign:**

### **“Unlocking wealth to create local jobs and skills”**



#### **Summary**

Plymouth City Council is committing to running a local campaign to deliver a new deal in the city for communities, businesses and citizens. Plymouth's deal with citizens will include brokering relationships between job seekers and employers, building on local success through the 1,000 Club; helping 2,000 more people into work or an apprenticeship this year; and delivering an 'employability passport' to enhance the work readiness of school leavers. Plymouth's deal with businesses will include promoting the living wage and working with the local building industry to link local people with career opportunities. Plymouth's deal with communities will comprise a range of initiatives including creating an additional Community Economic Development Trust, boosting community capacity and transferring assets to the community, and championing community-led solutions to key challenges. To support this agenda, Plymouth is asking Government for a shift in attitudes in order to support place based growth, and devolving budgets and responsibilities, including for skills and apprenticeships.

**Title of Campaign:** Unlocking wealth, jobs and skills in Plymouth  
**Aims:** We will run a local campaign to “Deliver a new deal in our city for communities, businesses and citizens.”

The Co-operative Council Innovation Networks (CCIN) 'Unlocking our wealth' report recognises that every place is different and the most effective solutions are developed locally.

To inform this project, Plymouth has consulted extensively with businesses and citizens across the city to help shape its own unique co-operative approach to delivering community resilience, jobs and growth. The following sets out how the city will work to 'unlock wealth' and deliver a better deal for communities, business and citizens.

#### **Our Commitments and Approach:**

##### **Plymouth's Deal for Citizens**

*“It is hugely important to us that Plymouth is successful. This is the place where our employees live and are educated. If it is not an attractive place that gives people the right skills, then we cannot survive.”*

**Steve Cardew, Managing Director, Kawasaki Precision Machinery (UK) Ltd**

Employment is considered a key driver to tackling cities inequalities. The quality of employment is an issue for Plymouth. Individuals suffer recurrent poverty as they become caught in low pay/no pay cycle caused by insecure employment.

The CCIN report promises to develop 'a coherent pathway that supports every citizen to make decisions about education, skills and work' as well as 'a commitment to all jobseekers to improve information about local job opportunities' and 'a tailored service for those who need extra help'.

**In response:**

- **We commit to continuing the huge success of the 1000 club by continuing to brokerage better links between young people and businesses.** The 1000 Club has been a real success and has made a huge difference to the prospects of young people – since its launch 1,274 companies across the city have signed up creating opportunities within the year.

**To achieve this, we will** build on the incredible success of the 1000 Club. Plymouth City Council has pledged to help 2,000 more people into work or an apprenticeship this year.

- **We commit to delivering an employability passport** to address the disconnect which results in school leavers not being “employer ready”. It will enable young people to build on achievements beyond academic abilities and evidence a range of skills that support their transition into work, or demonstrate higher education suitability.

**To achieve this, we will** work with HE/FE, businesses and communities to create a process that supports independence in career plans and develops transferable employability skills

### **Plymouth’s Deal for Businesses**

*“Babcock is a major employer in the Plymouth region, supporting nearly 5,000 jobs and seeking to maintain, develop and grow its skills base via a current annual intake of 100 apprentices and 50 graduates. Whilst these offer a well-paid route to learn valuable skills and become a team member in a thriving business we sadly find that the entry level skills demanded in our business are not always able to be fully satisfied.*

*We welcome the proposals in this report for councils to broker more effective relationships between schools and employers, highlighting career opportunities and enabling providers to better develop the skill sets of students to meet the local demand required by Babcock and other businesses.”*

**Simon Hosking, Marine Technology Division, Babcock International**

The CCIN report promises to ‘**work in collaboration with business and employees to develop a local employment commitment to provide good quality employment with fair pay and conditions**’.

**In response:**

- **We commit to adopting and promoting the living wage.** The Council is committed to promoting the living wage – its own pay structures ensures that all staff are paid at least to the level of the national living wage, and this is also reflected in our corporate agency staffing contracts.

**To achieve this, we will** through the council’s business relationship programme visits, promote the benefit of paying a living wage with businesses.

The CCIN report promises to ‘**create cooperative solutions involving schools and employers to broker relationships, link young people with opportunities to explore employment opportunities and develop work related skills**’. In response:

- **We commit to growing employment from within through the Building Plymouth Initiative** – a council led partnership with the local building industry that will link people with career opportunities in the local construction sector.

**To achieve this, we will** work cooperatively with the construction industry, delivering a ‘Building Plymouth summit’, bringing together industry experts and potential new employees, to broker new employment opportunities.

### **Better deal for Communities from Government**

*“Plymouth having an expressly ‘co-operative council’ has made a significant difference to the relationship we, and many other organisations, have with the council. There is a sense of optimism in the city and ongoing conversations about how we improve things together. The dynamic and the relationships have definitely changed.”*

**Lindsey Hall, CEO of Real Ideas Plymouth**

In Plymouth our communities have felt the negative impact of a centralised government approach, with the city missing out on millions of pounds worth of funding. We are using co-operative principles to boost economic growth – listening and responding to the needs of communities and local people, has been an integral part of our approach. There is a significant pipeline of developments in the city and we need to ensure that local communities have built capacity in the city and are equipped to take employment opportunities as they arise.

**The CCIN report calls for ‘local collaboration to agree outcomes for business growth, employment and skills development’. It also promises to ‘win trust of citizens, seeking their energy ideas and commitment at every stage. In response:**

- **We will establish our third Community Economic Development Trust** in the north of the city to contribute to the regeneration of neighbourhoods in our city, focusing on job creation and business growth.

**To achieve this, we will** empower local communities by building capacity and leadership, and the transfer of assets.

- **We will champion community led solutions** like the Plymouth Energy Community model which tackles the national issue of fuel poverty with a local place based solution. Established in 2013, PEC now has 615 members and has invested over £900k of its profits back into the communities in which it serves.

**To achieve this, we will** build on the success of PEC and assist communities to develop other projects locally that tackle national issues.

**Our Ask of Government:**

*“This cooperative deal for business is great. It addresses key issues about business engagement and how business and education need to work better together. There is a shared passion in Plymouth for where we need to be as a city and how we get there. It’s almost miraculous the things that can be achieved for prosperity if everyone is engaged and pulling in the same direction.*

*Central government should also show leadership and encourage all businesses, to get involved in local networks and take an active role in supporting future growth.”*

**Peter Hartland, Chief Executive, Plymouth Chamber of Commerce**

**To achieve our ambitions we need from government the following.**

- **Recognition that boosting local economies is as much about investing in local communities and place based solutions as it is on focusing on big business and investment;**
- **Recognition that meaningful engagement with communities and economic growth are not mutually exclusive.**

- Allow us the freedom and flexibility to really listen to communities and continue to create local community based solutions that unlock jobs and skills;
- Devolution of budgets for skills and apprenticeships to design our own solutions that respond directly to local need.

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