

## West of England LEP Board Board Meeting

Thursday, 18 January 2024, 10.30 am – 12 noon

Meeting Not Open to the Public

### AGENDA

	Subject	Presenting	Pages
1.	<b>Welcome from Chair</b> Apologies received prior to the meeting from Margot Day.	Richard Bonner	
2.	<b>Minutes of the meeting held on 29 September 2023</b> To approve minutes from the previous meeting.	Richard Bonner	3 - 6
3.	<b>Declarations of Interest</b> All Board members have a responsibility to treat all proposals/projects equally and impartially and must therefore declare whether they or their organisation has either a direct or indirect interest in any of the projects to be considered by the Board.	Richard Bonner	
<b>Items for Discussion</b>			
4.	<b>Employment and Skills</b> An opportunity to update members on the refreshed Employment and Skills Panel as well as current priorities and progress against the Employment & Skills Plan and future planning.	Joanne Rumley/ Naomi Logan	7 - 14
5.	<b>Creative and Culture</b> To inform members on progress against the West of England Cultural Plan, overseen by the Cultural Compact. Along with the development of Culture West and delivery highlights including Create Growth programme and Creative Supercluster development.	Sue Rigby/ Sarah James	15 - 18
6.	<b>Social Value</b> To inform members on work underway to produce a West of England Social Value Framework.	Charlie Garnett	19 - 22
7.	<b>Any Other Business</b>	All	
<b>Items for Information</b>			
8.	<b>Papers for January 2024 Committees</b>		

Feedback to [LEPChair@westofengland-ca.gov.uk](mailto:LEPChair@westofengland-ca.gov.uk) in advance of the meetings on 26 January 2024.

## West of England LEP Board

Friday 29 September, 10:30am  
Meeting held in person and “virtually” via Teams

### Present:

Richard Bonner, Atkins Global (Chair)  
Prof Sue Rigby, Bath Spa University (Vice Chair)  
Christopher Grier, Airbus  
Joanne Rumley, Foot Anstey  
Nigel Costley

Margot Day, Arup  
Ruth Jefferson, Wessex Water  
Cllr Claire Young, South Gloucestershire Council  
Cllr Mike Bell, North Somerset Council  
Mayor Marvin Rees, Bristol City Council

### Officers in Attendance:

Richard Ennis, West of England Combined Authority  
Jess Lee, West of England Combined Authority  
Stephen Bashford, West of England Combined Authority

Rachel Pykett, West of England Combined Authority  
Melissa Houston, West of England Combined Authority  
Andy Cornelius, South Gloucestershire Council  
Jo Walker, North Somerset Council

### Also Present:

Karen Mercer, West of England Combined Authority  
[item 5]

### Apologies:

Neil Douglas, Viper Innovations  
David Brown, The Bristol Port Company  
Mayor Dan Norris, West of England Combined Authority

Cllr Kevin Guy, Bath & North East Somerset Council  
Stephen Peacock, Bristol City Council  
Will Godfrey, Bath & North East Somerset  
Dave Perry, South Gloucestershire Council

## Minutes

1.	<p><b>Welcome from Chair</b> Richard Bonner welcomed members to the LEP Board’s first hybrid meeting and welcomed Cllr Claire Young and Cllr Mike Bell to their first LEP meeting.</p> <p>Introductions were made and apologies were noted.</p>
2.	<p><b>Minutes of the meeting of 6 March 2023</b> The minutes of the meeting held on the 6 March 2023 were agreed as a correct record</p>
3.	<p><b>Declaration of Interest</b> Board members were reminded that they had a responsibility to treat all proposals/projects equally and impartially and must therefore declare whether they or their organisation had either a direct or indirect interest in any of the projects to be considered by the Board.</p> <p>There were no declarations of interest in relation to today’s agenda.</p> <p><b>ACTION: Where necessary business members are to contact Melissa Houston directly to update their Declaration of Interest forms.</b></p>
<b>Items for discussion</b>	
4.	<p><b>Refreshing our regional Strategy</b> Since the Combined Authority published the Local Industrial Strategy [LIS] in 2019, new regional priorities have emerged and there has been considerable regional and national change.</p> <p>We are therefore refreshing our regional strategy to replace the LIS as our core regional plan - providing an up-to-date articulation of the ambition and priorities of the region over the medium to longer-term.</p>

The first steps in refreshing the strategy were to refresh the evidence base to understand the economics of the region. The evidence base has been shared with external bodies like Centre for Centres and the Institute of Government to review and challenge to ensure it is robust.

Based on engagement to date the following three broad outcomes have emerged:

- A greener West of England
- A more equal fair and inclusive region
- A more prosperous region

Richard Bonner opened the floor for feedback and the following comments and challenges were noted:

- The ambitions are good but are they ambitious enough? Do we have measurable outcomes?
- Is this a refresh or continuation of the LIS?
- The question around the geography for this strategy was discussed.
- Building longer term funding needs to be a key priority.
- There was a challenge and discussion around ensuring the strategy articulates the USP of the region
- House building is missing. There are significant issues around interest rate, building and affordability.
- How can we add granularity to the actions? What is the role of the LEP business members?
- The importance to be clear on ambitions, better definitions on outcomes on what we're trying to achieve.

Overall Board members were supportive of the work and agreed that what was presented was a useful framework to work towards.

**ACTION: The team will share a discussion document in due course to enable further conversations.**

**ACTION: Richard Bonner requested the group reconvene to hold continue these conversations as the strategy is developed.**

#### **Bristol Temple Quarter regeneration programme [BTQ]**

The Bristol Temple Quarter regeneration programme is one of the UK's largest city centre regeneration programmes, aiming to transform 130 hectares of land around Bristol Temple Meads station while delivering 10,000 new homes, thousands of new jobs and opportunities for people right across the region - The impact of the scheme is anticipated to deliver an annual boost of at least £1.6bn to the regional economy.

Richard Bonner introduced Karen Mercer, Temple Quarter Delivery Director who updated members on the scope of the BTQ and show how it aligns with the emerging West of England Regional Strategy.

Following a short presentation, the following comments were noted:

- This is a substantial asset - not just regionally but nationally and something for us to be proud of.
- A lot of progress has been made over many years, but the landing of recent funding has given real momentum to move forward.
- What comes across strongly is the collaborative relationship between partners locally and outside of the region - a model how we get better traction.
- Forthcoming briefings for Council Leaders and senior officers were welcomed, ensuring all CA partners have a clear understanding of the opportunity and obligations the BTQ scheme bring.
- The question was raised as to whether BTQ could be declared a Living Wage Zone. This would be a very tangible, visual declaration of intent.
- With regards to Social Value the team are aware of the importance to delivery in line with what the community needs and the businesses want.
- A challenge around the investment into skills and ensuring we can enhance something for younger people was highlighted - Is there anything we can do [during the development stage] to make sure partners commit to investing in the local community?
- There was a request to ensure there are synergies and we are reporting and better understanding what's happening in our enterprise zones as part of the strategy.

5.

6.	<p><b>Future of the LEP</b> In August, Government confirmed that capacity funding will cease from April 2024 and that LEP functions will transfer to Mayoral Combined Authorities.</p> <p>A copy of the letter setting out the Government’s policy position was attached to the papers and work is underway to consider options for how we respond to ensure a strong business voice remains part of our approach to setting the strategic directions of the region.</p> <p>An open discussion developed on the current position and the importance to ensure there is a continued role for the voice of business in decision making. The following comments were noted:</p> <ul style="list-style-type: none"> <li>▪ Members all agreed that having a strong business voice with wide representation was vital for the region.</li> <li>▪ Without a business board the constructive challenge and support to ideas would be lost.</li> <li>▪ The term “Business” Board is misleading as it should include other representatives not just employers.</li> <li>▪ The view of members present at the meeting was that North Somerset should continue to be part of the regional Business Board.</li> <li>▪ It should be led by business and be seen as a way to make a difference, add value.</li> <li>▪ The LEP is at its best when using the sector expertise and on the ground knowledge - this came to the forefront during covid.</li> <li>▪ There is a need for a wider outlook to be reflected. It is important that the board includes North Somerset and strengthen links to Western Gateway.</li> <li>▪ The importance to set-out expectations, articulate what the role is and ensure it ties into our ambitions and the next stage of this.</li> </ul> <p><b>ACTION: Richard Bonner requested the Board reconvene to further discuss where we take this.</b></p>
7.	<p><b>AOB</b></p> <ul style="list-style-type: none"> <li>▪ <b>Future4WEST</b></li> </ul> <p>David Gibson, Strategic Director for Infrastructure joined the meeting remotely to update members on Future4WEST. A paper will be going to the next Committee meeting on Friday 6 October where they will be asked to consider a number of options. For the scheme to move forward, funding will need to be authorised.</p> <p>An open discussion developed around decision making, milestones, the need to connect homes with employment, retail and destinations and the importance to clearly articulate programme to achieve funding.</p> <ul style="list-style-type: none"> <li>▪ <b>ACTION: There was a request to extend LEP Board meetings to 2 hours.</b></li> </ul>
<b>Items for information only</b>	
8.	<p><b>Papers for March Committees</b> Richard Bonner will be attending the Combined Authority Committee and Joint Committee on the 6<sup>th</sup> October. Business members were asked to provide any feedback to Richard by <b>Wednesday 4 October</b>.</p>

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# Employment and Skills Advisory Panel - update

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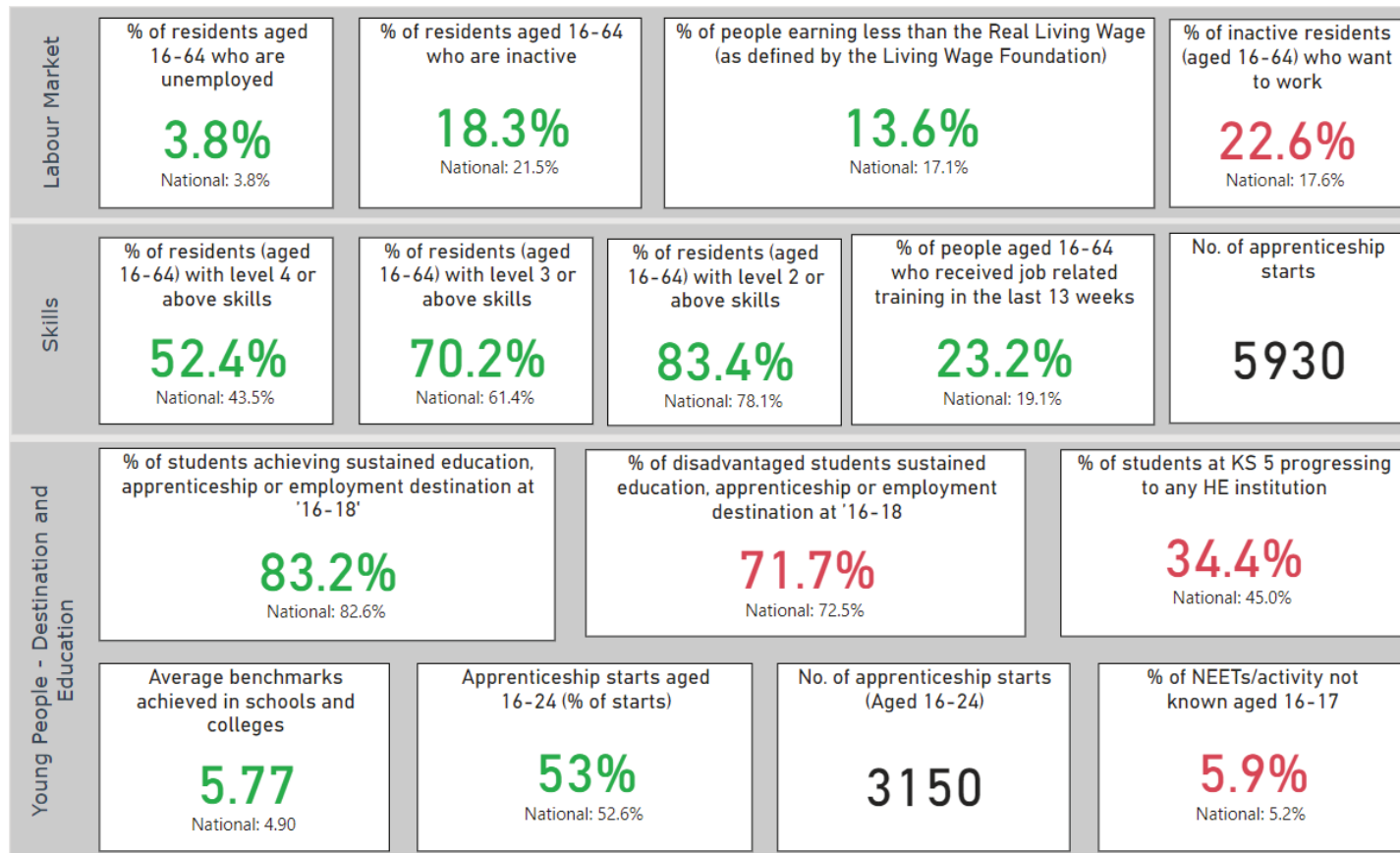


# Purpose

- Chaired by LEP Board members – Joanne Rumley with Chris Grier. Newly convened following a June 2023 refresh of the [Employment & Skills Plan](#). The West of England Employment and Skills Advisory Panel (ESAP) has a key responsibility in overseeing and guiding the strategic planning and implementation of skills related services and support within the region. It will ensure that the region effectively realises the vision outlined in the Employment and Skills Plan.
- The ESAP will also oversee key strategic skills activity which will enable us to deliver this vision, notably the implementation of the Local Skills Improvement Plan (LSIP), led by Business West, and the rollout and continued development of Skills Connect – a key priority for the Metro Mayor.
- Members of the Panel will play a key part in shaping policy choices and endeavours related to skills education, training, and the growth of the workforce. The ESAP will rely on input and specialist advice gained from additional research, sectoral ‘deep dives’ and on input from subject matter and sector experts.



# Regional performance



- Regional performance against national picture remains largely **positive**
- **Underperforming** areas are a key priority for investigation and targeted funding interventions
- e.g. NEET funding recently released through Mayoral Priority Skills Fund
- Building on recent positive trends apprenticeship provision remains a key priority

# Employment & Skills Plan - Objectives

The arching objectives of the new Employment and Skills Plan are:



Delivering these objectives, the regional skills portfolio stands at circa £60m per annum delivering support or training interventions to over 30,000 residents through:

- Skills Connect
- Mayoral Priority Skills Fund
- Future Bright
- Careers Hub
- Adult Skills Fund
- Skills Bootcamp
- UK Shared Prosperity Funding
- Multiply
- We Work for Everyone
- Apprenticeship engagement

# Objectives of the Employment and Skills Advisory Panel

- a) To develop a clear understanding of current and future skills needs and the West of England labour market by -
  - I. Bringing sectoral expertise and insight;
  - II. Using intelligence and research to determine further areas for deep dive or further research
  - III. Identifying emerging trends, technologies, and labour market changes that may impact skills requirements in the West of England Combined region.
- b) Identify key sectors and industries experiencing skills shortages and the nature of skills required.
- c) Provide recommendations on strategies to address skills gaps and improve the alignment between education and training programmes and labour market demand.
- d) Advise on the development of initiatives that will contribute to the development of a skilled and adaptable workforce that meets the needs of current and future employers.
- e) Monitor the progress and impact of skills development programmes in the West of England Combined Authority region.
- f) Foster collaboration among employers, education providers, government agencies, and community organisations to enhance skills development and workforce planning efforts.
- g) Monitor changing labour market issues and emerging risk and support delivery partners to find solutions to these.
- h) Share best practice in recognition of national approaches.

# Progress to date

- The new ESAP will meet for the third occasion on January 16, 2024.
- The group have begun critically reviewing each of the five Employment Skills Plan objectives discussing areas of opportunity and need by sector and the challenges of delivery faced by providers.
- Business West have commenced the first task and finish group. A ‘deep dive’ research piece to identify and map green skills pathways to greener careers for the region.
- Business West will be assigned three further research undertakings in January around
  - The feasibility of a teaching academy to address gaps in teachers knowledge around:
    - Digital and new and emerging technologies
    - Green skills
    - ESOL – English for Speakers of Other Languages
    - Maths
  - Understanding current apprenticeship enrolment and achievement challenges and potential solutions
  - Understanding the regions need in relation to energy transition

# Looking forward

- Combined Authority's skills officers continue to work closely with Unitary Authority colleagues and wider stakeholders to critically review and future-proof the skills system.
- Together, through the ESAP and wider commissioning satellite groups, the teams are preparing a strategic case for investment funding to realise the regional Employment and Skills Plan.  
*(Committee March 2024)*
- Key activity includes:
  - Moving towards an outcome/benefit model of delivery
  - Continue the success of Skills Connect with a phased development plan encompassing a fully inclusive approach to jobs and training
  - Critically examining funding for adult skills, ensuring the future resilience of the Adult Skills Fund for 25/26 academic year
  - Developments towards regional approaches to ESOL and Apprenticeships
  - Make learning and upskilling even more flexible to benefit residents and the regions employers
  - More opportunity for funding innovate test and learn projects and with visible routes to market or further skills funding
  - Continued support for employers to develop teams particularly SMEs

# Considerations for LEP board

- Comments and observations on the focus of the Employment and Skills Advisory Panel
- Feedback on current and future skills challenges from an employer perspective
- Suggestions for a 'deep dive' investigation into a current regional trend or issue

**West of England Local Enterprise Partnership  
Board meeting – Thursday 18 January**

**Creative and Culture**

**Culture West**

In October 2023 the Combined Authority (CA) was successful in securing £1m through Place Partnership funding from Arts Council England, contributing to just over £3m investment into the region, £1.5m from the Combined Authority and the remaining from our regional partners. This is the only award in England to a CA and it represents one of the largest awards made to date. Arts Council England have already indicated that they see our programme as national pathfinder in terms of sharing learning from our delivery across the country.

This new programme was co-created between February and May 2023 with over 150 regional based creative and cultural organisations including representatives from grassroots music and night-time economy, creative freelancers, cross sector partners including health, education and environment and the Unitary Authorities to establish a series of priorities for the bid.

The funding is for a 2 -year region wide programme (ending January 2026) which has 4 interconnected themes which will culminate in a step change for the region and build on the region's international reputation as *the* place for creative and cultural innovation. The investment will be used to provide more work for creative professionals across the West of England and increase access to creative spaces, give mentoring and business advice for freelancers, start-ups and established sector organisations, commission new festivals, engage more schools with creative learning experiences and provide industry-led skills training and advice. The resulting benefits of this programme aim to improve lives, support local economies, help regenerate neighbourhoods and bring people together.

The 4 themes include:

- Theme one: building a more resilient funding model for the creative sector; this will include supporting 100 freelancers through a grants programme to develop their creative practice and access skills, training and mentoring to grow their businesses. We will upskill freelancers and creative organisations to benefit from more work opportunities in education, health, environment and regeneration settings and build organisational capacity to secure commissioned funding as a long -term source of income. We will pilot the UK's first Arts Membership model, similar to a gym membership but for arts and culture to trial new ways of private giving and reducing cultural organisations dependence on public funding.
- Theme 2: through our new Cultural Education Hub every child and young person in the West of England can access a high- quality cultural experience each year, in or outside their school. We will lock in with schools the value of creative skills and critical thinking and how the arts can accelerate learning across all curriculum subjects and grow the creative skills of our young people. We will develop inclusive, ambitious and effective pathways through from education into the cultural workforce, ensuring marginalised young people have access to and are supported to thrive in a creative career.

- Theme 3: establishing a new regional Creative Agency which is a central point for bringing together a network of employers and training providers supporting creatives at every point in their career which will increase innovation in our region and grow the sector's economic impact.
- Theme 4: increasing the diversity of our cultural workforce and in particular retaining and nurturing diverse talent through mentoring, business advice, commissions and residencies, increasing platforms for diverse talent and access to creative spaces and to skills and training.

The programme has brought together over 35 regional partners to lead on delivery (*please see Culture West Delivery Structure PDF for further details*) and there will also be over the 2 years a series of open grants and commissioning opportunities as well as 2 rounds of grants specifically for freelancers.

### **Create Growth Programme 2023-2025**

The West of England and Cornwall and Isles of Scilly were one of 6 successful Local Area Partnerships that have been awarded £1.275m from DCMS to support local creative businesses to unlock economic growth. The Create Growth Programme aims to support high-growth creative businesses to scale and become investment ready through a targeted business support package.

The programme consists of three complementary strands:

- A bespoke business support programme
- Access to a £7m finance fund delivered by Innovate UK
- Investor outreach activities

The Combined Authority are the lead partner in a consortium that includes North Somerset Council, Watershed Arts Trust, Cornwall and Isles of Scilly LEP and Creative UK. In the South West region, there are 2 separate business support programmes; one based in Cornwall and the Isles of Scilly delivered by Cornwall and IOS LEP and Creative UK and the other in the West of England delivered by Watershed in partnership with the Combined Authority.

In June 2023, DCMS announced an expansion of the Create Growth Programme with an additional £10.9 million in funding, to expand the programme to cover six new geographical areas. Following a successful bid to DCMS in partnership with Creative UK, the Combined Authority won £520k to expand the programme to cover Devon. Therefore, in addition to the programmes listed above, the Combined Authority will be leading a third business support programme in Devon with delivery partners Creative UK launching in April 2024.

To date the Create Growth Programme has supported 30 businesses through an 8 month bespoke business support programme, delivered by Watershed which started in May 2023 and wrapped up in December 2023. Support included sector specific training, workshops, facilitated peer to peer support, founder talks and networking opportunities. In addition to the support programme delivered the 30 businesses received a £2,500 grant in August 2023 to spend on mentoring, coaching and consultancy which they will be able to access until August 2024.



The programme will support a further 32 businesses through a second cohort starting in March 2024. Demand for cohort 2 was high, 46 full applications were received and the CA is currently confirming 32 successful applicants.

Including these applicants, please see the programme data below:

<b>Local Authority</b>	<b>Successful Applicants Cohort 1 &amp; 2</b>	<b>%</b>
BANES	11	18
Bristol	37	60
North Somerset	6	10
South Gloucestershire	8	13

<b>Sub Sector</b>	<b>Successful Applicants, Cohort 1 &amp; 2</b>	<b>%</b>
Advertising & Marketing	20	32
Architecture	1	2
Arts & Culture	9	15
Craft	2	3
Createch	5	8
Design	6	10
Fashion	2	3
Gaming	2	3
Music	3	5
Publishing	3	5
TV & Film	9	15

<b>Protected Characteristics</b>	<b>Successful Applicants Cohort 1 &amp; 2</b>	<b>%</b>
Global Majority Led	9	15
Women Led	18	29
Disabled Led	7	11
Diverse Led	26	42

**Author:** Sarah James, Cultural and Creative Lead, West of England Combined Authority

# Culture West - Delivery Structure

## Financial resilience for the sector and its workforce

Theme Lead: Nona Hunter & Emma Cox, West of England Combined Authority

### The Value of Artists

Developing a series of Learning Resources with Creative Freelance Artists to showcase routes into the Visual Arts

Bath Spa Uni, Bath School of Art Film and Media

### Freelancer Grants

100 grants of £2,000 for Creative Freelancers

West of England Combined Authority

### Arts Membership Model

Delivering a regional pilot of a new arts membership model

Bath Spa University, North Somerset Council

### NHS Green Social Prescribing

Sustain the cultural workforce by increasing reach into the health system as a long-term source of funded work

Bristol, North Somerset & South Gloucestershire Integrated Care Board

### Skills for Cultural Social Prescribing

Building the capacity and skills for cultural orgs and creative freelancers to work in health and care and attract health commissioning funding

creativeshift

## Cultural Education Hub

Theme Lead: Simon Lock, West of England Music and Arts

### Cultural Education Hub

A new regional Cultural Education Hub will transform creative and cultural education in and outside all schools in the region through targeted support for schools, young people and creative and cultural practitioners and organisations. Our vision is to ensure every child and young person in the West of England can access a cultural experience each year, in or outside school

West of England Music & Arts in partnership wider steering group

## Citizens for Culture

Creation of a citizen-led cultural delivery plan for the West of England region

Citizens In Power, St Pauls Carnival, Trinity Community Arts

## Video Marketing

Video marketing campaign covering the 2 years of the Culture West Programme. Throughout the campaign they'll pay and guide 10 underrepresented trainee filmmakers in the South West

Latent Pictures

## Social Mapping

Social Mapping brings all the stakeholders and programme participants together to answer a question set about their creative work, collaborations and outputs. As they answer these questions a dynamic and interactive node network is built in real time, giving the community of participants access to their collective data whilst uncovering the tacit collective knowledge and relational infrastructure for those looking to track impact in that community.

Free Ice Cream

## Creative Careers/Skills

Theme Lead: Ruby Sant, Bath Spa University  
Creative Agency Hub Lead: Emily Bull, Creative Agency Hub

### Creative Agency Hub

A new regional Creative Agency, developing integrated/flexible pathways into the creative industries specifically for young people (16-30) from under-represented backgrounds. Support includes:

- Workshops, talks, webinars and facilitated conversations to support creatives and freelance practitioners- 16 per year, supporting up to 100 people.
- A range of short courses, industry masterclasses and paid traineeships.
- Creative/digital upskilling.
- Paid commissions for emerging young artists.
- Paid work Placements to gain skills producing a creative project.
- Critical artist support, peer led for young people to share practice, ideas and develop critical techniques
- 4 x SME/ micro-org creative start-up support events per year, supported The Studio Bath
- Re-emerging artists programme, for 60 artists over 2 years based in Ston Hill Campus and across meanwhile spaces in Somer Valley, NE Somerset, North Somerset including Weston-super-Mare

Creative Youth Network (Lead), Super Culture (Co-Lead), North Somerset Council, Bath Spa University and Boomsatsuma

## Supporting, Showcasing and Retaining Diverse Creative Talent

Theme Lead: Sado Jirde & Derek Tanner, BSWN

### Diaspora! Festival

A brand new festival for the West of England showcase BIPOC Global Ethnic Majority artists from the city's different diasporas.

Diverse Artists Network

### Creative Apprenticeship Pathway

Will train 30 participants in year one and 60 in year two to accredited Entry Level 3 and 4, providing routes into industry for Technicians, Producers, and Events Assistants.

MUTI Immersive

### Power Fest

A festival showcasing local and diverse talent

Creative Power Town

### Noods Levels Presents Two Step

Partnering with creative music businesses in the region with young creatives to develop their business over 2 years.

Noods Levels CIC

### Incubation Programme

Connect Black and racialised creatives to industry expertise and networks, commission new work through a dedicated incubation programme and provide coaching and mentoring that will nurture that diverse talent and enable it to thrive. 10 x £5,00 Creative Freelancer Grants

BSWN

## Accessibility Support

Provide ongoing advice, consultancy support, and accessibility audits to the Culture West programme and its partners, ensuring full accessibility to the programme's activities and improving accessibility for disabled creatives across the sector.

WECIL

**West of England Local Enterprise Partnership  
Board meeting – Thursday 18<sup>th</sup> January**

**Social value**

**Purpose of the report**

1. To consider how we can maximise social value in the region in order to drive the best outcomes for communities in the West of England.

**Recommendation**

2. It is recommended the LEP Board discuss the opportunities to strengthen social value through the work we do across the region, highlighting insights from their own experience that could be applied to regional work.

**Background**

3. Social value is a means to creating additional social, economic, and environmental wellbeing above and beyond the 'core' value of the good, service or work.
4. Social value a key lever we have to tackle core regional challenges. Further embedding social value in decision making and our investments will enable the region to maximise economic, social, and environmental benefits for the West of England. Embedding social value helps ensure that every pound we spend, and the decisions we take, positively impact people and communities in the West of England. While we are meeting our legal requirements around social value and procurement (see paragraph 5) we do not have a social value framework in place. This would help ensure we take a more consistent and strategic approach to social value.
5. The 2012 Social Value Act requires public authorities to consider economic, social, and environmental well-being in procurement processes. Essentially, it seeks to ensure that public spending not only delivers the intended goods and services but also contributes positively to broader societal goals. But social value is not just about procurement, it's the mindset of an organisation and what it identifies as wanting to achieve for the wider benefit of its residents and the region.
6. We have identified three prime social value levers:
  - Our role as a commissioner, procurer, and investment organisation – how we can generate additional value through our investments.
  - Our role as a regional anchor institution - the wider value we can create as a regional civic leader.
  - Our role as an employer – how our recruitment practices and employment approach can create additional value.

7. Procurement however remains a prime lever to drive consistent social value outcomes and benefits. The spending power of the region is growing quickly. With this growing spending power, the potential to flex our procurement muscle to achieve wider regional objectives has never been stronger.
8. Other regions are using social value as a key lever to tackle long-standing economic, social and environmental challenges. For example, Liverpool City Region Combined Authority align their social value framework with the priorities from *2010 Marmot Review* into health inequalities. They also produce an annual social value report which provides an assessment of what is working well. Greater Manchester Combined Authority's social value framework is built around three areas, making the region greener, fairer, and more prosperous. To aid social value efforts in their region they have set up a social value network, created a social value checklist to help organisations maximise social value and built a social value reporting tool.
9. Some Local Authorities create annual social value impact reports which help capture the impact of their social value approaches. For example, Lewisham Council's 2023 social value report shows their efforts, primarily through partnership and procurement, to increase social value in the local community has led to over additional 800 jobs being secured for local people, and 82% of the Council's spend now staying within the London regional economy.
10. To ensure social value efforts are addressed at the West of England's regional social, economic and environmental priorities, we are looking at creating a social value framework which identifies our social value priorities. The framework will help us take a more consistent and strategic approach to social value. It will ensure that our social efforts and those of our suppliers and partners, are directed at our key regional challenges. The framework will also identify how all parts of our organisation can contribute to maximising Social Value and how social value can be embedded in decision making. A draft of what our social value priorities could look like is shared below.
11. Views from members of the LEP Board on the potential areas of focus we could prioritise in this work, drawing on the approaches taken in their own organisations will help us consider next steps.

# Our Social value priorities (Draft)

<p><b>1</b></p> <p><b>Creating good jobs &amp; accessible career pathways for residents</b></p>	<ol style="list-style-type: none"> <li>1. Support young people in the region towards high skilled jobs and meaningful careers</li> <li>2. Support people to access green jobs and bring more green jobs to the region</li> <li>3. Support the creation and retention of meaningful, well paid and sustainable jobs, for people which pay at least the real living wage</li> </ol>
<p><b>2</b></p> <p><b>Reducing health inequalities and improving quality of life</b></p>	<ol style="list-style-type: none"> <li>4. Deliver improvements to Public Health as defined in priorities published by West of England Local Authorities' Joint Health and Wellbeing Strategies</li> <li>5. Support economically inactive people to move closer to the workforce and reduce labour market inequalities</li> <li>6. Give residents greater accessibility to green space</li> </ol>
<p><b>3</b></p> <p><b>Increasing regional economic resilience</b></p>	<ol style="list-style-type: none"> <li>7. More opportunities for SMEs, VCSEs and local companies</li> <li>8. Support businesses to transition to low emission and sustainable practices</li> <li>9. Strengthen economic resilience through enterprise support to help businesses start, grow and innovate</li> </ol>
<p><b>4</b></p> <p><b>Tackling the climate and ecological emergency</b></p>	<ol style="list-style-type: none"> <li>10. Meaningful action to reduce emissions aligned to achieving net zero by 2030</li> <li>11. Support nature recovery by creating new and improving existing spaces for nature including pollinators</li> <li>12. Help our communities &amp; businesses adapt to the impacts of climate change building greater resilience</li> </ol>

**Questions for LEP Board**

12. What would you like to see from our approach to social value?
13. What do you think are the biggest opportunities to be gained by maximising social value in the West of England?
14. Do your organisations measure and track your social value impact and if so, are there particular tools you are using?

**Author:** Charlie Garnett