

## Inclusive Growth Charter

### Briefing Report



#### 1.0 Introduction

The Charter will:-

- Provide a mechanism to engage people, network and discuss issues that affect inequality in Plymouth
- Set a benchmark for acceptable practices of employers in Plymouth and their suppliers, to ensure that no one in our society is left behind

The Charter is made up of pledges under four themes. The pledges are based on extensive research into the primary causes of rising inequality that is impacting on most of the world. Analysis of metrics of inequality for Plymouth has been used to tailor the pledges where appropriate and will inform delivery so that it is focussed on Plymouth's priorities. Participants will act as a beacon for others, encouraging take up of more inclusive and successful business practice.

#### 2.0 Key aims and applications

Inclusive Growth is defined by the Inclusive Growth Group of Plymouth Growth Board as 'Growing prosperity that reduces inequality and is sustainable'.

The aim of the Charter is to create a recognisable brand that engages businesses, through their employees, in activities that foster more inclusive economic growth. The brand values are fairness, equality, honesty, trustworthiness, respect and meaningfulness. A new name, logo and design for the Inclusive Growth brand are under development.

The Charter reinforces the Council's Social Value Policy. Three of the four themes of the Charter are aligned with the Social Value Portal that PCC's Policy uses and the evidence and measuring requirements for these will be the same. Use of the Portal is growing across the public and private sectors and so businesses will increasingly find that these measuring and evidencing requirements are recognisable.

The Charter will be the framework for participating businesses to:

- Network and be inspired by ambassador companies and individuals
- Increase the number of pledges that their business delivers
- Increase their impact for specific pledges
- Measure the financial value of their impact

Businesses can apply for a Chartermark through delivering four mandatory pledges. These are Secure Contracts, Employee Voice, Fair Pay and Climate Impacts.

Detail about the Charter, Chartermark and pledges is in Appendix A.

#### 3.0 Financial resource implications

In order to proceed with the implementation of the Inclusive Growth Charter model financial resources will be required for:-

- Administration and promotion / marketing of the Inclusive Growth Charter

- Secretariat for the continued administration of Plymouth Growth Board's Inclusive Growth Flagship and its activities

These will be met from existing resources.

#### 4.0 Next Steps

- The Council will support the Growth Board to finalise and promote the Charter and Chartermark
- The Council will apply for the Chartermark as soon as it is available
- We intend to work with business networks to get 50 businesses as Founding Supporters ready for a full launch in the summer through a website / resources.