



The Plymouth Charter

Committed to a fairer,
greener future for Plymouth

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The Plymouth Charter is a free, voluntary scheme and chartermark with the aim to help Plymouth's businesses commit to a fairer, greener future for Plymouth.

The Charter aims to grow a prosperous economy that reduces inequality, is sustainable and truly serves the wellbeing of all the people in Plymouth.

The Plymouth Charter started as part of Plymouth's Covid-19 Economic Recovery Programme, developed and co-created by Plymouth City Council and economic stakeholders in the private sector. As signatories to the Charter, businesses commit to a fairer, greener future for Plymouth.

The Charter was developed by the Inclusive Growth Group, a flagship of the Plymouth Growth Board, comprising of representatives from Plymouth Social Enterprise Network, Real Ideas Organisation, Seetec Pluss, University of Plymouth, Devon and Plymouth Chamber of Commerce, Plymouth City Council and Plymouth Octopus Project. The challenges within the Charter have been created following collaboration with the wider business community to enable as many organisations as possible to see how they can commit.



Spend

Keeping the pound local by buying locally to benefit our City.



Upskill

Supporting everyone to develop their skills, helping them access great jobs and live fulfilling lives



Collaborate

Engaging with our upcoming events and our Ambassadors, Champions and signatories.



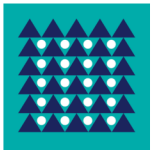
Community

Supporting community activities to improve quality of life of Plymouth residents.



Employ

Providing fair, flexible working opportunities that enable the people of Plymouth to thrive.



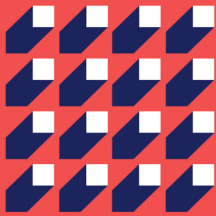
Environment

Responding proactively to the Climate Emergency.



Deliver

Pledging your commitment to a fairer, greener future for Plymouth.



SPEND

Buy locally and to benefit our city

#Spend4Plymouth

Spend 4 Plymouth aims to keep the pound in Plymouth wherever possible to maximise the wider benefits of spending on the city's economy, society and environment.

For our local businesses to thrive in a competitive business environment, they need a diverse range of clients.

With Plymouth's peripheral location, it can be difficult to build networks to enter new markets and new supply chains.

By buying local, we circulate money around the local economy as much as possible. In addition, we can increase benefits to local people by requiring our suppliers to apply the principles of the Plymouth Charter themselves.

This is about optimising the benefits of the money that flows through our local economy.

What you can do

Take the commitment to 'Buy Local' one-step further by signing up to the Plymouth Charter, where you will be offered the opportunity to have a Buyer Page on the Directory.

Adopt a social value policy / a social return on investment framework and incorporate this into your wider procurement and planning processes.



Request the delivery of one or more of the Plymouth Charter Commitments in the delivery of goods, services or works.

Join the Plymouth Supplier Directory as a supplier, so that businesses can find you and you can find other local suppliers to connect with too.

Use the Plymouth Supplier Directory as a buyer to find local suppliers for your own business needs.

How we'll support businesses

By working with our local anchor institutions such as the Council, health service and education providers to increase local spend and social value procurement.

We have launched the Plymouth Supplier Directory as a one-stop shop for finding local suppliers for goods, services or work for your business needs.

The Plymouth Online Directory is provided by Plymouth City Council and our closest partners to help and support people living in Plymouth and provides a one-stop shop for consumers to access local services.

By promoting social value policies / social return on investment frameworks the use of social value procurement tools such as the Social Value Portal's National TOMs (Themes, Outcomes and Measures) framework.



60% with local suppliers in the first 6 months of the 20/21 financial year



£4.99bn GDP value of Plymouth's economy



£1.7bn annual budgets of our anchor institutions



UPSKILL

Support everyone to develop their skills, helping them access great jobs and live fulfilling lives.

#UpskillPlymouth



The pandemic has not only increased unemployment, it has also changed the way that businesses operate. While sectors such as retail and hospitality have seen reduced demand, many of our businesses are planning growth and will create new jobs over the next few years. In addition, an increased reliance on digital processes and delivery has accelerated demand for new skills.

What you can do

Join the Employer Hub of the Skills Launchpad and provide future Labour Market Information so that future employees are upskilling now to meet your needs.

Support practical, vocational routes to career entry and progression that start with meaningful, paid placements and include apprenticeships.

Participate in a network of businesses that works together to increase skills, enable career progression and increase average wages in your sector through cross-sector training programmes and a thriving jobs market.

How we'll support businesses

Our skills task group of delivery and support partners, working with DWP will use information from local businesses to ensure a localised skills response.

A skills demand survey will periodically engage with our businesses, including the Plymouth Charter signatories to capture the challenges and skills required so we can match with the right supply of skills.

Skills Launchpad Plymouth offers a one-stop-shop skills service for local people to equip themselves with the skills and confidence that they will need to enter into and progress in work, whilst ensuring employers have the people they need with the right skills for growth, together playing a part in the city's future.



68% of employees change jobs because of lack of learning and development.



2,780 new jobs predicted in Plymouth's Health sector by 2022.



9 out of 10 employees want their employers to offer more training to develop skills.





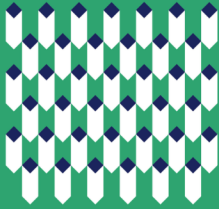
COLLABORATE

Engage with our upcoming events and our Ambassadors, Champions and signatories.

#Collaborate4Plymouth

Collaboration is a key component of every business. Engaging with our ambassadors, who are championing for inclusive economic growth for Plymouth, and attending our business support events, your organisation can gain access to knowledge and expertise that allows for a fairer, greener future for Plymouth.





COMMUNITY

Support community activities to improve quality of life.

#Community4Plymouth

By engaging with and investing in local communities, businesses can help to build strong communities and foster a sense of belonging.

Businesses often pick one or two issues or organisations that affect the lives of their employees. The community is then in turn better able to support local businesses as customers, neighbours and employees.



Communities of particular importance in Plymouth include:

- Armed Forces and their families
- People who are, or have been in care or engaged with other targeted youth services
- People living in the city's more deprived communities
- Young people Older workers

What you can do

Regularly engage with the local community in ways that improve opportunities and employability.

Provide pro-bono support to voluntary organisations so that they have a digital presence, particularly on Plymouth Online Directory.

Volunteer – register on Our Plymouth

Support schools, youth groups etc. with reading, workplace visits, interview

skills and placements.

Donate to local projects through Crowdfund Plymouth.

Sign the Armed Forces Covenant.

How we'll support businesses

Plymouth Octopus Project supporting the voluntary sector and Plymouth Social Enterprise Network supporting social enterprises.

Plymouth Online Directory enables Plymothians to find information and engage with organisations in areas such as food aid, wellbeing, housing, training.

Our Plymouth: a volunteering platform where individuals and businesses can register their availability for volunteering and find out about volunteering opportunities.

Crowdfund Plymouth has been set up to support community groups, start-up businesses, charities and social enterprises across the city with an extra "Climate Emergency Bonus" if a project helps address climate change.



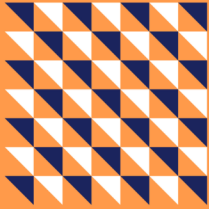
19% of Plymothians participate in local groups and activities



58% of Plymothians feel they belong to their local area



17.3% gap in educational attainment between children in Plymouth's deprived communities and the national average



EMPLOY

Providing fair, flexible working opportunities that enable the people of Plymouth to thrive.

#Employ4Plymouth

Expectations of employment have changed during the pandemic. People with health limitations, caring responsibilities and some ethnic backgrounds have been disproportionately affected and many have sought different working arrangements. In addition, the acceleration of the work-from-anywhere culture make the pressure on employers ever greater to provide jobs that are attractive. There is evidence that investors, customers and employees are boycotting companies with poor employment terms.

Research shows that, after salary reaches a (relatively low) level, workers value non monetary assets more highly, such as on-the-job training, flexible working conditions, and opportunities for advancement. So this should be part of a wider commitment to fairness.

What you can do

- Increase the proportion of employees that have contracts that offer employment security through provision of sick pay, holiday rights, pensions and working hours. Use casual worker contracts only for specific appropriate purposes, where agreed by both parties and atypically
- Be proactive in attracting, recruiting and retaining people from diverse communities in our workplace.



- Provide access to flexible working across the organisation to accommodate personal circumstances, particularly to overcome short term challenges.
- Pay all staff the real (Living Wage Foundation) Living Wage, or have published a strategy to do so.
- Commit to improving the health and wellbeing of our staff through delivery of a strategic objective for our organisation.
- Have an organizational approach to minimizing or eliminating any “pay inequality” for groups with protected characteristics.
- Publish the ratio between the pay of the CEO and the rest of the staff and explain year on year changes.
- Managers have the skills they need to manage and develop people.

How we'll support businesses

We are launching an Employer Hub, in collaboration with Skills Launchpad Plymouth, in order to shape the way we support Plymouth businesses with regards to skills and employment.

Publishing a list of resources such as factsheets and links to external organisations to support change.

By providing a list of local organisations that can promote job opportunities to people with protected characteristics e.g. BAME communities, LGBTQ+ communities and long term health challenger.

Signpost to organisations that can support people to stay in work when they face challenges to doing so.



92% of Millennials identify flexibility as a top priority when job hunting



13.2% Gender Pay gap in Plymouth



1 in 7 employees juggle caring responsibilities with work



ENVIRONMENT

Be environmentally responsible, responding proactively to the Climate Emergency.

#Environment4Plymouth

The quality of the environment and wider planetary health needs to be consistent and sustainable in order for business operations and people's health and wellbeing to be consistent and sustainable.

The challenges of operating a business are increasingly complex. Not least because of rapidly changing environmental conditions due to climate change. This poses a risk to business operations and to the future stability of society.

We can take action, both to reduce our impact on the environment, to adapt to the predicted changes and to prepare for emergencies. Employees, customers and investors are increasingly considering environmental credentials in their decisions.

What you can do

Have, and implement, a policy on minimising environmental impact through your business that includes action on climate.

Map the businesses' environmental vulnerabilities and integrate adaptation into decision making.

Calculate carbon emissions and report them year on year.

Reduce the environmental impact of transport by joining the Plymotion in your Workplace programme.

How we'll support businesses

We have launched an toolkit to guide businesses in taking actions to combat climate change

Plymouth Emergency Climate Action Plan was launched in March 2019 with a pledge to make Plymouth Carbon Neutral by 2030.

Large employers across the city formed the Plymouth Net Zero Partnership to drive necessary action with the aim of achieving carbon neutrality by 2030.

Through the Commercial Building Improvements programme, we will help businesses reduce impact of buildings.



65% of people want to work for an organisation with a powerful social conscience



61% businesses envisage new opportunities from a more sustainable economy



60% of employees want to work in environmentally responsible businesses





DELIVER

Are you reporting?

SPEND

- ▶ Join the Plymouth Supplier Directory so that companies that are looking for local goods and services, can find you and you can find local suppliers too.
- ▶ Request delivery of one or more of the Charter Commitments in the delivery of works, goods and services (social value policy/ social return on investment).
- ▶ Take a buyer page on the Supplier Directory with a link to information about how to sell to your business

UPSKILL

- ▶ Join the Employer Hub of the Skills Launchpad and provide future Labour Market Information so that future employees are upskilling now to meet your needs.
- ▶ Support practical, vocational routes to career entry and progression that start with meaningful, paid placements and include apprenticeships.
- ▶ Participate in a network of businesses that works together to increase skills, enable career progression and increase average wages in your sector through cross-sector training programmes and a thriving jobs market.

COMMUNITY

- ▶ Regularly engage with the local community in ways that improve opportunities and employability, for example, through formal volunteering or offering pro bono support, or use of land or premises.
- ▶ Provide pro-bono support to voluntary organisations so that they have a digital presence, particularly on Plymouth Online Directory.
- ▶ Volunteer – register on Our Plymouth.
- ▶ Support schools, youth groups etc. with reading, workplace visits, interview skills and placements.
- ▶ Donate to local projects through Crowdfund Plymouth.
- ▶ Sign the Armed Forces Covenant.

EMPLOY

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- ▶ Commit to improving the health and wellbeing of our staff through delivery of a strategic objective for our organisation.
- ▶ Have an organizational approach to minimizing or eliminating any “pay inequality” for groups with protected characteristics.
- ▶ Publish the ratio between the pay of the CEO and the rest of the staff and explain year on year changes.
- ▶ Managers have the skills they need to manage and develop people.

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- ▶ Reduce the environmental impact of transport by joining the Plymotion in your Workplace programme.
- ▶ Reduce the impact of buildings.

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