

Greater Manchester Good Employment Charter



BOARD MEETING 16/02/22

Employer Engagement Activity Report – February 2022

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Employer Engagement

There are currently **799** recorded and active interactions taking place between employers and the Good Employment Charter Team. We have received 83 leads between November 2021 and February 2022. We are aware that some soft conditionality within procurement activity is driving much of this increased interest. Employers are at various stages of the Charter journey, ranging from an initial enquiry through to achieving Member status. The table below highlights our key referral sources and shows active leads working towards the Supporter tier. You can see that the majority of referrals are from the Skills for Growth programme.

No of Leads Based on Source

Leads Referral Source	No of Referral
BGH Referral	2
GC Referral	4
GM Chamber	2
GMCA	4
KAM Team	7
Other	12
Referral	1
Search Engine	1
Self gen	145
Skills for Growth	248
Website	33
Word of Mouth	1
Total	460

The table below highlights the number of employers that have reached the Member tier and also shows the number of employers that are registered at the Supporter tier. It is evident that the stage between initial contact and registering to be a supporter has accelerated significantly. In many instances, we have noted that employers have registered as a supporter immediately after our first meeting

No of Supporters & Members

Status	No of Employers
Member	43
Registered Supporter	296
Total	335

Geographical Spread

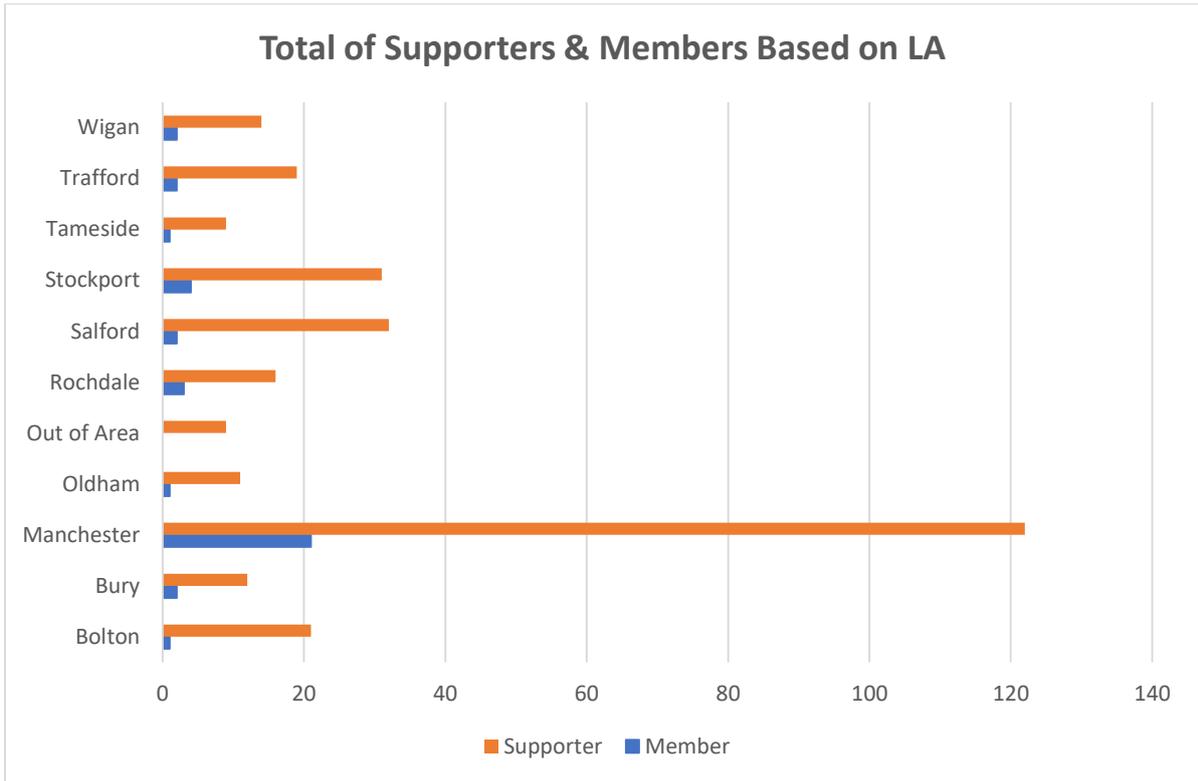
The table below indicates employer engagement levels for each of the 10 local authorities. It is our intention to meet with LA leads to update them on employer participation, but also to obtain intelligence that might explain barriers to some employers progressing forward. Constructive conversations are taking place between the Good Employment Charter Team and Salford City Council to look at ways to further engage Salford employers in the GM Charter whilst still helping to achieve the objectives of the Salford City Council Charter, which they now recognise is predominantly related to procurement.

No of Leads Based on LA

LA	No of Referrals
Altrincham	1
Bolton	25
Bury	18
Manchester	151
Oldham	29
Out of Area	17
Rochdale	40
Salford	51
Stockport	48
Tameside	13
Trafford	36
Wigan	31
Total	460

No of Supporters & Members Based on LA

LA	Member	Supporter	Total
Bolton	3	21	22
Bury	3	12	14
Manchester	21	122	143
Oldham	1	11	12
Out of Area	1	9	9
Rochdale	3	16	19
Salford	2	32	34
Stockport	4	31	35
Tameside	1	9	10
Trafford	2	19	21
Wigan	2	14	16
Total		296	335



As expected, highest levels of engagement are with Manchester based employers, but lowest levels of participation remain within Tameside, Oldham and Bury. This information can be fed into our employer engagement action plan. Bury Council have already indicated that they want to capitalise on their recent achievement of the Member tier to positively influence the business community in their area.

Stages of Engagement

Of the 799 employer interactions, to date 296 employers have submitted their supporter registration form, an increase of 94 since the last board meeting in November. This is encouraging as this indicates that our initial interaction is positively converting into registration. As stated above, it is evident that the stage between initial contact and registering to be a supporter has accelerated significantly. In many instances, we have noted that employers have registered as a supporter immediately after our first meeting. 43 employers have progressed to the member tier, 8 are currently recommended to join the member tier and in excess of 10 employers have already expressed an interest to work toward the member tier in the next round of assessments. The employer facing team members are meeting employers on a daily basis and we are now planning a series of practical activities/workshops to help support employers to improve their employment practice.

Employee Reach

The numbers of employees benefitting from good employment practice is close to 250,000 (supporters and members only).

Real Living Wage

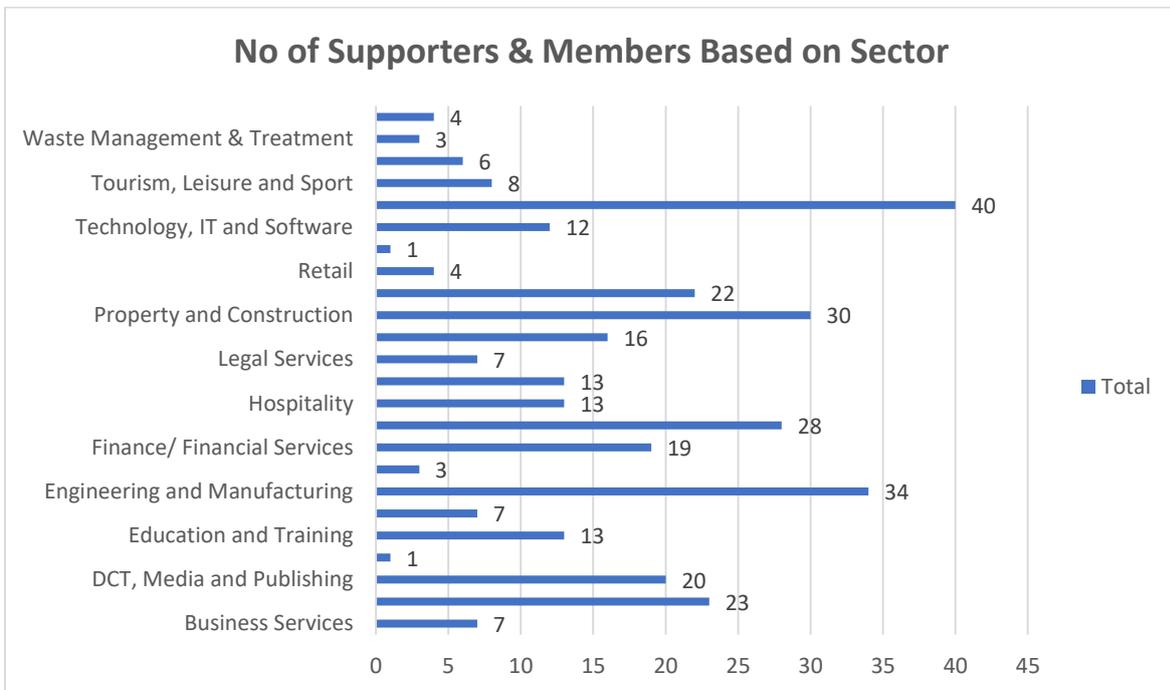
Although we do not stipulate that an employer has to be accredited by the Real Living Wage Foundation if they are paying the real living wage, we are proactively asking employers to consider this as this will help contribute towards the RLW City Region aspirations. Referrals are now being made to our local RLW Coordinator.

We are currently carrying out an analysis to determine which employers are paying the RLW and either are or are not accredited. This analysis can help inform the GM RLW City Region campaign.

Real Living Wage Status	No of Businesses by Real Living Wage Status
Yes - accredited	37
Not paying RLW	30
Paying RLW- not accredited	100

Sectors

The table below provides a sector breakdown of employers engaged in the Charter. The Engineering and manufacturing sector features prominently whilst retail, hospitality, transport and logistics, waste management and treatment and environment/agriculture prove to be some of the more challenging to engage.



Trade Union involvement

We continue to encourage employers to explore opportunities to work with Trade Unions as we have a number of employers that have requested further information. The list of employers will be shared with TUC.

Themes emerging from employers

Some common themes that employers are keen to discuss further include -

Flexible work –

- Examples of different models, particularly 4 day working week
- How to change management behaviours – presenteeism
- Fair and consistent approaches

Health and Well-Being –

- How to spot signs of burnout.
- mental health awareness and equipping colleagues with skills to support themselves and others
- Worry about rising costs of living and how employers can support the workforce

People management –

- Are traditional appraisals the best way to manage performance?
- Staff recognition and how to address this in hybrid working practice
- Retention of good people given buoyancy of jobs market, how can employers gain competitive edge
- How to measure and monitor EDI