

ONE DAY

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A LIVERPOOL CITY REGION
INDUSTRIAL STRATEGY POSITION
STATEMENT DESIGNED BY WOMEN
FOR THE PROSPERITY OF ALL

OCTOBER 2019

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‘Who will we bring to the table?’

2. EXECUTIVE SUMMARY

We are delighted to submit this document – developed in One Day by 20 women - as our response to the LCR Listens Industrial strategy consultation.

“LCR Listens is an exercise in bringing devolution to life, to ensure that local people have the opportunity to influence genuine local decision-making”

Steve Rotherham, Liverpool City Region Metro Mayor

Our main message is that LCR has a unique opportunity to harness Gender equality as an economic driver within its local industrial strategy. We have identified 6 priority themes and made 26 recommendations summarised below. We want to work collaboratively with the Combined Authority to further explore the evidence base and take our ideas forward. The recommendations centre around the following beliefs:

- Diversity and Gender is essential to fulfil our economic potential as a region.
- Care sector is a recognised and valuable industry that will add to overall economic productivity
- We are now recognising creativity as a competency that will support growth across the economy.
- The Social economy is an accelerator of local economies found to be more competitive than traditional firms
- Community owned and controlled action on all issues – global to local - will reap better results and ROI
- The metrics for measuring the outcomes and successes of the LCR CA industrial strategy need to be updated to include wellbeing, the value of health, the value of care and our aim to be self sufficient.

We urge the LCR CA to use the compelling evidence from The Women's Budget Group, and increasing numbers of mainstream studies, that show the very significant economic benefits of gender equality and diversity on the economy.

To date, we believe this evidence has not been used to its full potential and there is a great opportunity for LCR to take the lead in the UK to change an economic paradigm that systematically disadvantages women and diverse communities. In doing this LCR would show the UK how to deliver its full potential for overall economic prosperity and productivity for all.

3. SUMMARY OF RECOMMENDATIONS

3. SUMMARY OF OUR ONE DAY RECOMMENDATIONS

Diversity and Gender is essential to fulfil our economic potential as a region.

1. We ask the LCR CA to use the evidence from The Women's Budget Group, and many other associated gender and diversity studies to inform its investment priorities.
2. We urge LCR CA to consider structural changes that use women only shortlists for vacated positions on the CA going forward until a target of 50% is achieved.
3. We ask LCR to adopt criteria that encourage organisations they invest in to have at least 30% women on their Boards and Leadership teams with a target of 50% in a given timescale.
4. We ask LCR to become the first place in the UK to harness gender and diversity as a key economic driver.
5. We ask LCR to take positive action to ensure the region sets and achieves progressive targets for a diversity of women in each of the four key gender equality indicators used by the World Economic Forum. This will be done by securing cross sector partner support to deliver year on year improvements designed to close the gender gap within 10 years making LCR a UK exemplar.
6. We ask LCR to continue to commission the development of innovative positive action programme(s) to be applied to apprenticeships, growth workforces, business leadership roles and to areas of research that are not adequately serving BAME women/communities.
7. We ask LCR take a proactive approach to an increasingly diverse population, building on the successful World In One City Campaign of 10 years ago, to vision becoming the most Cosmopolitan city in the UK, supported by the policies and actions that deliver that vision, with the benefits for import/export, international trade, tourism as well as population growth that flow from it.
8. We ask LCR to make a commitment to full employment providing everyone (men, women and diverse communities) with the right to a valued role, including recognition of unpaid care. Furthermore, an associated responsibility campaign placing measures on business leaders / employers to provide access level jobs and a programme of Intermediate Labour Market type roles in growing sectors such as Creative and Digital.

Care as an industrial contribution

9. We ask LCR CA to recognise Care as a high value and added value contributor as it addresses productivity and reward and for LCR CA to invest in Care on that basis.
10. We ask LCR CA to invest in Care on the same scale as they invest in the physical redevelopment of our city region. Taking into consideration and calculating the impact or consequential deficit of removing unpaid and underpaid care from the LCR economy, we ask that all care workers are re-valued, minimum salaries set, pay progression plans put in place and the changes detailed in section 5 supported.
11. We ask LCR to invest in Care on the same scale as they invest in the physical redevelopment of our city region.

**DELOITTE PROJECTS JUST BY 'NARROWING' THE GENDER GAP WOMEN CAN
ADD £230 MILLION P.A. TO LCR'S ECONOMY - DOUBLE WHAT THE CITY
DEAL IS WORTH.**



SUMMARY OF RECOMMENDATIONS CONT'

Creativity must be recognised as a core sector and embedded as a foundation of any industrial strategy

12. We ask LCR to become 'a creative city region' where creativity is valued as both an economic driver and a productivity driver within every sector and at every level.
13. We ask the Creative Industries Council definition of 'Creative industries' be adopted to help strengthen the economy.
14. We ask LCR to consider who might be suitably experienced to act as Chief Digital Officer (as per other regions) AND Chief Creative Officer to provide informed leadership across these distinct areas of growth.
15. We ask LCR to understand growth as multiplication, not just scale, and distributed models in respect of the Creative and Digital industries.
16. We ask LCR to invest in the significant opportunity to train and accelerate diverse women at every level of the Creative and Digital sectors to address the known skills gap, mitigating the risk of our future systems and processes becoming more gender and race biased. This will provide a pipeline of creative talent that drives enterprise growth and industry innovations across all sectors.

The Social economy is an accelerator of local economies and more competitive than traditional firms

17. We ask that LCR takes account of the evidence from Power To Change, the Heseltine Institute, The European Hubs network and others to accelerate the growth and multiplication of social enterprises confident in the knowledge they are equitably led by, employ and benefit women.
18. We ask LCR to ensure that large employers are engaging in responsible business activities aligned to the principles of the City Region and are paying above Real Living Wage, and that Social Value is prioritised as an impact measure.
19. We ask LCR to require changes from systems of exclusion, rather than expectations on women to adapt. Resources when applied should be to compensate women and wholly within their control.
20. We welcome LCR's support of some significant projects under discussion with LCR in relation to the Social Economy that we believe contribute to One Day as summarised at section 7.
21. We ask the allocation of place and high street type funds are based on where people WANT to do business i.e. go to where the community action is, those places / groups who are making things happen (Granby, Baltic, Prescott etc)





4. NEXT STEPS

Through ownership and control community action on all issues – global to local will reap better results and ROI.

22. We ask LCR for a community climate challenge fund to stimulate ideas and participation in direct and affordable actions that are of a human scale and can be delivered at a local level that contribute to climate change targets.
23. We ask LCR to compliment large public transport infrastructure expenditure with human scale interventions that encourage walking and cycling including car free neighbourhoods and giving priority to pedestrians in built up areas.
24. We ask that LCR invite disruption pilots that have the potential to make housing more accessible and affordable to women and consider to what extent regional policy can be used to ensure more homes are lived in and truly affordable.
25. We ask LCR to help redefine affordable housing based on evidence from existing pilots, making funds a buyer has, after deduction for all living and other expenses, to be available for housing costs.

The metrics for measuring the outcomes and successes of the LCR CA industrial strategy need to be updated

26. We ask LCR to update the measures of success and productivity to include the value of wellbeing, the value of health, the value of care, and our aim to be self-sufficient.

4. NEXT STEPS

This document has been submitted to the LCR as part of the LCR listens consultation and we plan to:

- Share the Document with Mayor Steve Rotherham and the LCR CA and LEP teams
- Share the Document with key stakeholders, influencers and allies including supportive MP's and Business Leaders
- Do a Women's Budget Group thank you and Blog article as we have been invited
- Publish One Day and share at a City Region event for women and potentially a Westminster event and with press
- Nominate organisations / individuals to take key delivery level projects forward as SIF submissions (or other agreed routes) to enable piloting and delivery
- Add an Action or Implementation Plan to One Day

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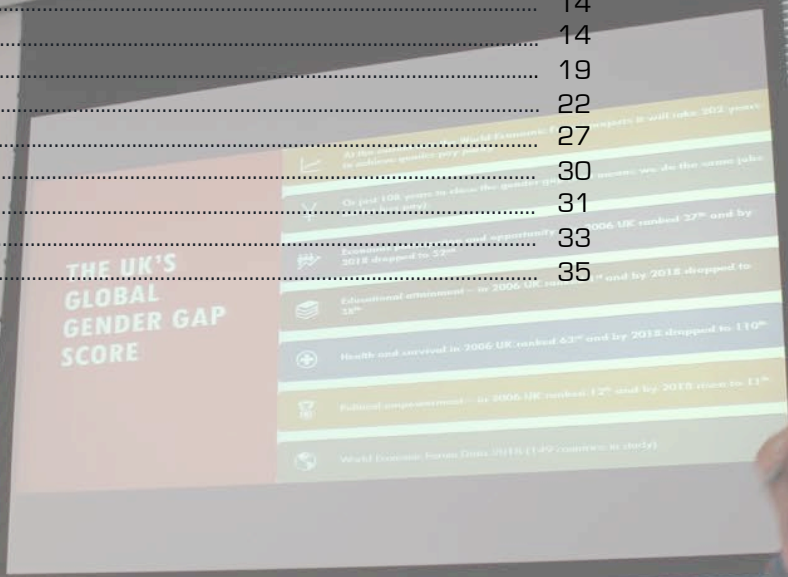
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6. INTRODUCTION

It is widely acknowledged that 60% of new growth nationally and globally can be attributed to women and this increases to 80% in those places where gender balance is supported by policy or law. In this document we ask the Liverpool City Region Combine Authority to create an Industrial strategy than will provide the policy framework necessary to ensure Liverpool City Region benefits from the 80% of new growth emerging from women in all sectors of business and employment.

This report has been developed by 20 diverse women from different sectors, geographies and communities, who donated One Day of their time on the 30th Birthday of the Women's Budget Group. Brought together through an open digital call via Twitter, to rethink our industrial strategy and use it to deliver a city region we can fully contribute to and will be proud to leave to our children. Using this approach we have collated the ideas generated by the 'wisdom of the crowd' rather than consultants, representatives or organised groups.

Our evidence is generated from over 1,000 years of lived experience in Liverpool City Region.

LCR CA's Industrial Strategy Position Statement was published in July 2019 in advance of the final Industrial Strategy due to be published by March 2020. The LCR Position Statement summarised the evidence to date and identified areas the LCR could demonstrate specialisms. The emerging Priorities it outlines are based on evidence from a small selection of established industrial sectors in the region. This evidence is used to develop ideas to improve the prosperity and productivity of the whole of Liverpool City Region and we believe fails to consider some key areas. There are others who will add to and challenge our perspective and we would welcome and support them to do so. But we collectively believe a more equal future is possible and this region has exemplars that can be referenced and expanded to deliver it.

In this report we offer some alternative evidence that may persuade the LCR CA to draw some different conclusions. The Women's Budget Group (WBG) is an independent, not-for-profit organisation that monitors the impact of government policies on men and women. They put forward policies for a more gender equal future and build the capacity of women and women's groups to participate in economic debates. They have assembled 30 years of evidence that demonstrates the economic value of equality. The evidence shows that where the potential of women is unlocked, in sufficient numbers and supported by policy, it is invariably better for everyone in the community.

Rec 1. We ask LCR CA to use the evidence from The Women's Budget Group, and many other associated gender and diversity studies to inform its investment priorities.

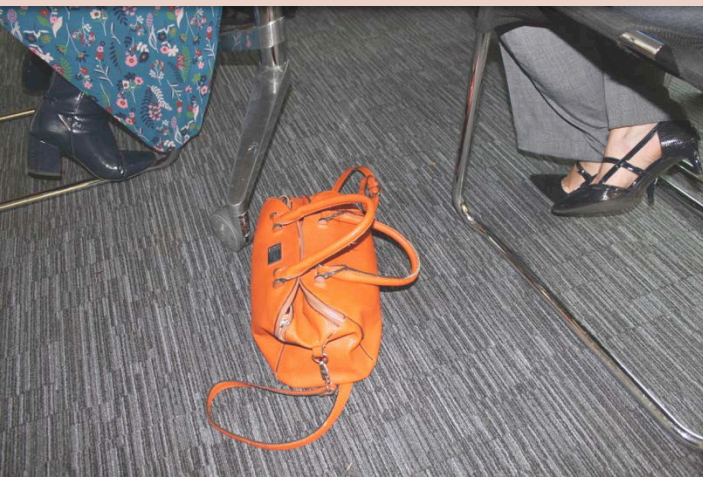
To date, we believe the compelling and increasing evidence from both gender focussed economists and mainstream financial institutions and economists has not been strategically applied or exploited. There is a great opportunity for LCR to take the lead in the UK and change the economic paradigm that systematically disadvantages women and diverse communities. In doing we would show the UK how to deliver its full potential for overall economic prosperity and productivity for all.



'NOT TRICKLE DOWN, BUT GROUND SWELL'



'INVEST IN PEOPLE RATHER THAN INDUSTRY'



7. CONTEXT

LCR CA's current 'Emerging Priorities' are almost identical to those first written by the Merseyside Development Corporation set up in 1981, The Mersey Partnership set up in 1993, and the Local Enterprise Partnership that took over in 2010 which has served the Combined Authority since 2014. Much has changed for the better within the City Region's economy over those 40 years, but the comparative position of women and other excluded communities remains relatively unchanged. The current economic trajectory has also seen the region's wealth owned by fewer and fewer people as part of a global trend of wealth extraction. These trends are unlikely to be reversed without radical and purposeful interventions.

If you always do what you have always done, you will always get what you always got.

LCR's economy is in growth and this presents an opportunity. The WBG evidence shows when women's potential is unlocked, and women impact systems and culture, the outcomes are more inclusive and sustained and more likely to benefit everyone in the community. Our proposals contained here in One Day will require a CA commitment that a diversity of women will not merely hold token, isolated positions within male dominated and determined structures; or rely on the grace and favour of men in power for their privilege; it will take radical action to ensure diverse women are engaged and empowered at every level and across each growth priority.

Some of the women involved in writing this document first encountered the LCR CA because at its inception it structurally excluded women. The LCR Mayor Steve Rotherham has introduced a series of mitigating actions to ensure women are able to influence strategy and decisions which are welcome. However, despite the provision within the constitution for local authority Councils to nominate any member of their council as their voting representative to the CA, each of the council leaders within the city region remains male and each of the councils have chosen to send their leader, or someone voting on their behalf, to the CA. They have not yet used the constitution to make necessary change despite having been the authors of that same constitution. 2018 marked 100 years since some women gained the vote in the UK and yet no women have a vote within the LCR CA.

LCR CA has a responsibility for the region's economy and prosperity and almost all the major economic forecasters now agree gender balanced leadership delivers improved prosperity. Women only shortlists have worked elsewhere in politics. To create a foundation for greater prosperity, we believe it is in the best interests of the purpose of the LCR CA that it now makes structural changes to ensure women have a vote, without any grace or favour, within the CA in the medium term.

Rec 2. We urge LCR CA to consider structural changes that use women only shortlists for vacated positions on the CA going forward until a target of 50% is achieved.



‘people should be able to feel proud of where they live, feel able to participate’

8: OUR PRIORITIES

We have selected themes rather than sectors as we believe it is how we do business, rather than what business we do, that will deliver an inclusive and prosperous region. Alongside the context of reducing gender inequality within the LCR city region we believe that radical regional actions are required if negative economic impacts at a global level are to be mitigated. We therefore start by reframing the priorities from our perspective based on what success looks like to us.

The kind of world we want to live in One Day soon is:

- Diverse
- Caring
- Creative
- Social and
- Circular

We accept that National Government has set some Grand Challenges and this strategy is required to address similar priorities to ours. It can be aligned as follows:

Our Priorities		Government Grand Challenges
Diverse	=	All Gov Challenges & Foundations
Caring	=	Ageing Society
Creative	=	AI and Data
Social & Circular	=	Future of Mobility and Clean Growth

Deloitte projects just by 'narrowing' the gender gap women can add £230 Million p.a. to LCR's economy - double what the city deal is worth.

9: DIVERSITY IS AN ECONOMIC DRIVER

Gender is now identified as an economic driver in almost all economic studies that differentiate men and women, yet gender equality within the economy is widening, not reducing, and past progress is being undermined. The national and regional focus is on economic growth but fails to recognise the exclusion of women as an economic failure.

The LCR CA evidence, presented by Elle Dodds at our One Day event, told us women generally are operating below their potential, holding back productivity and growth in our region. Although women are more likely to be highly skilled than men, they are paid less, on average, than males across all occupations and sectors. Women will typically work in sectors that are considered to have lower levels of productivity, in its purest sense, and are more likely to work part time. In line with national and global evidence the number of women in management reduces the more senior the role, even in female dominated sectors.

Extensive evidence including The Women's Budget Group, The World Economic Forum Report 2018 and studies by KPMG, Catalyst Report 2019, Deloitte and Goldman Sachs to name a few all now tell us:

- 60+% of UK new growth can be attributed to women and that is nearer 80% when gender balance is supported through policy or law.
- Companies with the best gender representation on their boards also generate significantly higher returns and equity than those with few or no women. (Catalyst 2019)
- Deloitte projects £100billion boost to the UK economy over the next 10 years can be achieved just by 'narrowing' the gender gap. That is £2.3 Billion in LCR over 10 years, or £230Million every year, double what the city deal is worth.
- Moving from all male to a gender balanced leadership has been shown to boost revenues by 41%
- Firms with gender balanced leadership teams are at least 15% more profitable, always outperform their peers, and are 20% less likely to go bankrupt by adding just 1 woman to the Board.



Rec 3. We ask LCR to require organisations they invest in to have at least 30% women on their Boards and leadership teams with a target of 50% in a given timescale.

Rec 4. We ask LCR to become the first place in the UK to harness gender and diversity as a key economic driver.

The World Economic forum forecasts that, at the current rate of change in the 149 countries monitored, including the UK, it will take 202 years to achieve gender pay parity or just 108 years to close the gender gap meaning women will do the same jobs, for less pay. In the case of the UK its gender equality ranking has fallen significantly in almost all key gender equality indicators over the last 12 years although it's overall ranking position from 9th to 15th is not as dramatic as a result of improved numbers of women in politics.

- Economic Participation & Opportunity – from 37th to 52nd
- Educational Attainment – from 1st to 38th
- Health & Survival – from 63rd to 110th
- Political Empowerment – from 12th to 11th

Rec 5. We ask LCR to take positive action to ensure the region sets and achieves progressive targets for a diversity of women in each of the four key gender equality indicators noted above. This will be done by securing cross sector partner support to deliver year on year improvements designed to close the gender gap within 10 years making LCR a UK exemplar.

‘How about we make Liverpool the destination for training on hospitality....I don’t think there is anywhere that does it better than us’



Foundations of diversity and inclusion

The LCR CA's economic strategy proposes 'foundations' upon which the strategy relies. We suggest some alternative foundations to become the building blocks of our industrial strategy. Although LCR recognises exclusion, poverty and ill health are major barriers to prosperity it doesn't then connect the liberation of human capital as a driver of productivity. We think there is an opportunity to directly link drivers of growth to the barriers to prosperity.

For every citizen to be productive, contribute to growth and have a share in prosperity they will require:

- Right to an income
- Right to a home
- Right to a valued role and to contribute
- Right to equal health benefits
- Right to equal promotion

These are the foundations for economic growth without which the city regions economy is restricted.

We understand these foundations as citizens' rights against which LCR's diverse communities - which include geography, identity and interest - could all hold LCR CA to account. We might also measure the progress of One Day against these metrics.

Race, racial identity and the inclusion of BAME citizens receives no mention within the current LCR Position Statement and the disparities for BAME residents have not changed, across all these foundations, in almost 30 years. The exception is where positive action programmes have been operating, we have seen a direct correlation in BAME employment outcomes according to LCR's own evidence. It can only be concluded that equal opportunities legislation is no more effective for BAME citizens than it is for women.

The factors affecting BAME communities are exacerbated for BAME women across all sectors. For example, the pharmaceutical sector, identified as a potential growth area in the LCR CA statement, continues to test 80% of its drugs exclusively on men or doesn't test for gender differentials, despite women making 90% of all health care decisions in families. Of a 50% female workforce in the pharmaceutical sector only 10% make it into leadership positions. However, for BAME women the sectors advances are restricted further. BAME women are 50% less likely to receive pain relief than white women or men and 25% more likely to die in childbirth despite medical and technological advances.

The 2015 Joseph Rowntree report shows how for some BAME people Liverpool is the 3rd worst place in the country for employment. We believe its recommendation that positive action targets should be set and implemented should be adopted within the region.

Rec 6. We ask LCR to commission the development of a positive action program(es) to be applied to apprenticeships, growth workforces, business leadership roles and to areas of research that are not adequately serving BAME women/communities.

LCR still aspires to grow its population and parts of the region are particularly equipped and experienced at welcoming new arrivals and harnessing their potential. Throughout history those places and countries that have recognised the benefits of diversity have also enjoyed remarkable levels of enterprise and growth. For example, Barcelona in the 1990's had a falling and ageing population and needed to grow. It set out to become the most cosmopolitan city in Europe and enjoyed significant population and economic growth as a result of this reframing of what might otherwise be called immigration or people who could be called migrants. Language is important.

Rec 7. We ask LCR to take a proactive approach to population growth, building on the successful World In One City Campaign of 10 years ago, to vision becoming the most cosmopolitan city in the UK, supported by the policies and actions that deliver that vision, with the benefits for import/export, international trade, tourism as well as population growth that flow from it.

LCR's own evidence shows women consistently work below their skill level, are paid below their skill level, and are not given the opportunity to lead despite the evidence that demonstrates the economic benefits. National evidence shows women receive less than 1% of venture capital, despite the returns being higher, for less investment, more sustained, of wider benefit and their contribution leading to at least 60% of new growth. Our lived experience research as well as the Women's Budget Group findings shows women have borne the brunt of austerity and older women are most likely to be made redundant and find it hardest to be re-employed despite having to wait until they are 67 to draw a pension.

The rising interest in Universal Basic Income and Universal Basic Services presents an opportunity to LCR. To date calls to pilot UBI and UBS have focused on seeking national permission. We propose a version of both is applied through a series of city region pilots to bolster the evidence as to how these interventions could deliver diversity and inclusion across all sectors and forms of employment and enterprise.

Within these pilots we see an opportunity to reframe benefits, including housing benefits, as investments in individuals and families - in human capital - that is well evidenced to deliver returns. A culture that reverses the deeply damaging austerity regime of the last 10 years, which traps and punishes poorer and unemployed people for their exclusion, could be replaced with an objective of full employment (not maximum profit) with responsibility firmly placed with those with the most power and access to resources.



‘time improves mortality rates, so give people more time’



Rec 8. We ask LCR to make a commitment to *full employment providing everyone (men, women, and diverse communities) with the right to a valued role, including recognition of unpaid care. Furthermore, an associated responsibility campaign placing measures on business leaders / employers to provide access level jobs and a programme of Intermediary Labour Market type roles in-growing sectors such as Creative and Digital.

This could include a variety of community-based pilots to offer a variety of approaches including:

- In advance of any national UBI pilots to run local pilots in which benefits become investments, including housing benefit, so those out of work can use their combined investment to pursue their own route to making a valued contribution to include career, self-employment, business, or value adding caring role/lifestyle options.
- Funded equal pay advisory service and women with skills accelerator to enable women to take advantage of existing legislation and put their skills to better use through promotion.
- Women's investment funds to improve access to enterprise/growth and levered venture capital to 60% of funds mirroring their contribution of 60% new growth.
- A 4 day week subject to further exploration in relation to its impact on women and the potential to increase unpaid work/decrease paid work.

*by full employment we mean for those who want to work and do not propose any mandatory scheme and the scheme would recognise currently unpaid caring work and childcare which has significant value within the economy.

10: CARE AS AN INDUSTRIAL CONTRIBUTION

LCR CA's existing evidence and Position Statement identify ill health, physical and mental health and caring responsibilities as the primary barriers to productivity. National Government also identify the aging society as a Grand Challenge. Despite these acknowledgements we believe that LCR's position statement does not recognise the full value of the care sector.

The analysis of this data and the conclusions drawn angered many who attended our one-day event and were wholly rejected. The assumption that all those staying at home with the elderly or who had childcare responsibilities were making 'lifestyle' choices was challenged. Those who took early retirement or redundancy as older women noted they were pushed out, or could not progress at a senior level, and are now self-employed; those so called 'stay at home mums' who were unable to secure flexible working had no choice but to stay at home. Many had suffered mental ill health because of their work environment and the psychological damage caused by systemic sexism, racism, ageism and exclusion.

We are all carers and cared for, a participative and mutual approach to caring about and for each other needs to be enabled and be essential to our productivity.

A caring infrastructure that enables physical and mental wellbeing, values the care of children and the elderly as a desirable contributor within our economic ecosystem, and removes the inequalities that gaslight our sense of worth will enable optimum productivity in whatever way we define it. We propose Care is re-valued as high value contributor whether it is being paid for or not and the psychological and physical impacts of inequality are recognised as risks to productivity that must be mitigated at an individual, community and LCR levels.

In revaluing Care, consider the impact and economic cost, if it was withdrawn. The cost of people leaving employment to care for people with Dementia alone is now £3.6 bn per year (Dementia UK) in addition to the £11.6bn free care and £10.3bn paid care linked to dementia.

Imagine if childcare, elderly care and support was added in or, conversely the cost to the economy if it was withdrawn. Care infrastructure is an enabler to the economy and should be valued and invested in in the same way as roads or broadband.

Rec 9. We ask LCR to calculate the impact or consequential deficit of removing unpaid and underpaid care from the LCR economy in order to give it a value.

Rec 10. We ask LCR to recognise Care as a high value and added value contributor as it addresses productivity and reward and invest in Care on that basis.

Care provision is considered of low economic value and is therefore provided for low pay or for free by a workforce made up of 80% women and 20% men. Many work part time on minimum wage and zero hours contracts affect 20% of the workforce. The provision of free care is estimated to be on a scale at least equal to paid for care and it is estimated at least 2/3rds of unpaid care is done by women.

In 2016 the Women's Budget Group demonstrated an investment of 2% of GDP in care industries would create 1.5 million jobs compared to the creation of only 750,000 jobs with the equivalent investment in construction and that the social benefits would be greater and impact more people.

LCR CA's proposed growth priority within the Health and Social Sciences suggests this is an opportunity to address the regions health inequalities through AI research and scientific research innovations. We welcome the focus on health inequalities but suggest the focus should be on those people and services providing care.

**‘GET THE FOCUS ON DIGITAL
AND DATA INTO THE SOCIAL
CARE AND HEALTH, BRING
DIGITAL AND HUMAN
TOGETHER’**

Rec 11. We ask LCR to invest in Care on the same scale as they invest in the physical redevelopment of our city region.

This would involve:

- Revaluing all care workers with good minimum salaries and pay progression plans.
- Redefining those providing care on an unpaid basis as contributors of equal value rather than out of work or unemployed.
- Organising care within communities on a cooperative and community owned basis drawing on the heritage of district nursing.
- Putting workers in control of their time so it can be invested as it is needed with no zero hours contracts.
- Recognising the care ecology as a ready-made framework and progression route into nursing and related professions.
- Encouraging care provision in communities to be provided in entrepreneurial ways and valuing small scale and voluntary sector.
- Measure the added value and social impact including increased productivity.
- Recognise the relationship with the region's pharmaceutical industries so health and wellbeing in the region (not their profit) is their measure of success.

'If you paid care workers the same as you paid building worker's,
how would that shift this meaning of value?'



11: CREATIVITY DRIVES PRODUCTIVITY AND INNOVATION.

Our collective experience suggests that being Creative drives new ways of being productive and delivers new enterprise and innovation within and beyond the creative and digital sectors. Creativity is found to enable mental health in a similar way to sports enabling physical health.

Rec 12. We ask LCR to become 'a creative city region' where creativity is valued as both an economic driver and a productivity driver within every sector and at every level.

The Creative and Digital Sector is now in 26% to 52% growth (depending on what is included in the sector) and LCR's Position Statement draws on evidence of 7% per annum GVA growth. However, the statement reverses the usual terminology, unusually placing 'digital' before 'creative' and suggesting the sector should be 'turbo charged' through improved physical connectivity and hardware.

When we talk about Creative & Digital we want to separate out:

- The human and physical infrastructure needed to enable the region to innovate (be it skills, 5G or ideas about new ways of doing things).
- The creative industries – commercial activities that are creative.
- The tech and digital industries – commercial activities and the applied use of technologies including AI and data across sectors.

The Creative Industries Council have defined 11 sectors that sit under the Creative Industries including fashion, craft, film & TV, architecture etc. Some argue food should be included.

Rec 13. We ask the Creative Industries Council definition of 'Creative industries' be adopted to help strengthen the economy.

**'Being creative
drives new ways of
being productive'**

'LANGUAGE IS IMPORTANT'

A clearer understanding of those tech/digital businesses that act as enablers for innovation across all sectors is required. AI & Data has been identified by Government as one of the first grand challenges because it is having, and will continue to have, such a significant impact on every aspect of our lives. At a regional level there is immense opportunity to adapt to, and embrace, these technologies, encouraging those that have a potential positive impact whilst being aware that not all AI and Data delivers One Day and some undermines it.

Finally the educate piece is across the board - from schools to public services to commercial entities. We see this education as part of the infrastructure which, along with infrastructure and application, needs planning and acting on now. In a digital world it is content, not cabling, that creates value and so a focus on the physical infrastructure whilst ignoring the regions ability to develop applications and content, will equate to us all having a fancy video recorder we don't know how to use.

We agree both Creative Innovation and Tech/Digital Innovation are both drivers for improved productivity, prosperity and wellbeing. And clearly the skill sets and outputs are interlinked but they require open and knowledgeable leadership which may still be lacking within our existing institutions as evidenced by the successive publicly procured projects that have come to nothing. We welcome changes to the LEP and CA advisory which are attempting to address this.

Rec 14. We ask LCR to consider who might be suitably experienced to act as Chief Digital Officer (as per other regions) AND Chief Creative Officer to provide informed leadership across these distinct areas of growth.

Language is important. Evidence shared at our one-day event suggested that a city region technology innovation project was attracting 80% men and 20% women until the word digital was replaced by creative. The programme subsequently attracted 60% of applications led by women and 40% by men. Generally, for women the usefulness of technology to deliver a project or solve a problem appeared most important, whilst for men the technology itself was of more interest.

At present women make up just 22% of all AI professionals of which only 16% are designers with few women in senior roles. Gender bias is being hardwired into AI and algorithms and increases gender and other inequalities. Investment in AI that does not also address gender inequalities is at risk of further excluding women and other groups and decreasing potential for productivity.

The Creative and Digital sector has a significant skills shortage. According to the CBI (2019), Accenture (2018) and the Government's report on Current and Future Demand for Digital Skills in the Workplace (2019) the lack of digital skills now jeopardises the UK's economic strategy. By closing the gender gap and accessing women to digital technologies the regions technological skills shortage can be resolved. Innovate Her, a regional exemplar, is well placed to develop and deliver a program to address that challenge.

It is worth noting that the LCR Position Statement identifies Baltic Triangle, Sensor City and Daresbury as important nodes of activity. All three were initiated by women or have a majority of women on their Board or senior team, suggesting the role of women in new growth may be borne out at a City Region level.

Clarification is needed on what is included in the sector definition of Creative and Digital Industries and their relationship to Advanced Manufacturing. The LCR Position Statement identifies the Automotive Industry as a strength and area of potential growth, whilst explicitly excluding Fashion and Textiles from its definition of Creative and Digital Industries. In the UK, three times as many people now work in Fashion and Textile's (555,000) than in the Automotive Industries (186,000). Automotive manufacturing is globally understood to be in decline, bad for the environment, employs less than 15% women with over half the largest companies having no women at all in their senior ranks. Fashion and Textile Industries employ circa 80% women although there appeared no information available at a regional level. Of those who do work in the Automotive sector 65% of women report unwanted sexual advances and 25% feel unsafe at work.

The focus on growth may also be misplaced as the sector's average company size is 3 employees with a reliance on freelance and contract work. Entrepreneurs are as likely to multiply businesses as grow one. These innovation networks are also replacing slow moving in-house and institutionalised R&D within leading edge industries.

Rec 15. We ask LCR to understand growth as multiplication, not just scale, and distributed models in respect of the Creative and Digital industries.

‘what if the next big thing is 1000 small things?’



‘THERE IS A HIDDEN ECONOMY THAT’S NOT ACCOUNTED FOR IN THE FACTS AND FIGURES’

Rec 16. We ask LCR to invest in the significant opportunity to train and accelerate diverse women at every level of the Creative and Digital sectors to address the known skills gap, mitigating the risk our future systems and process becoming more gender and race biased. This will provide a pipeline of creative talent that drives enterprise growth and industry innovations across all sectors.

This would involve:

- An ILM distributed / run across the region (and linked Apprenticeship and Executive MBA career path) for women into creative and digital industries of sufficient scale to address the digital skills gap (with women) consequently closing the gender gap in the sector.
- Applied research and development. ‘Womufacturing’ opportunities/ challenges to be offered across sectors to take creativity to the parts of the economy digital innovations don’t usually reach and ensure women are at least 30% of all system design teams. A levy model, like that applied nationally for apprenticeships, could be applied.
- Creative education – cradle to grave – would be prioritised and re-valued throughout the education system as the driver of innovation, challenge and new ways of being productive as part of a ‘creative region’ strategy.
- People recognised as the source of ideas and nurtured - further and higher education rewarded for their education rather than their research.
- Applied Creative Learning Locations would contribute to lifelong learning by offering areas and space to try and apply new ideas within a supportive, creative and entrepreneurial environment or cluster (e.g. Granby Market/ Anfield around Homebaked/ Bromborough Park).
- Fashion and Textiles included in LCR’s definition of Creative and Digital Industries and evidence gathered to compare the sector’s potential growth compared to the Automotive sector.

12: SOCIAL GROWS ECONOMIES

With limited resources the LCR CA must develop an informed strategy, however historic assumptions prevail. That the public sector can deliver better than the private or community sector; that unions will equally protect all of us; that procurement secures best value; that equal opportunity delivers equality; and that sectors - what business we do, rather than how we do business - will drive growth.

These assumptions have all failed to deliver economic inclusion or equity. Those areas and communities who topped the deprivation league tables 30 years ago are still there today.

We believe it is time to invest in how we do business, rather than what business we do, and advocate a groundswell of local social activity, not a trickle down that dries up before it reaches us.

What if the next big thing is 1000 small things?

Social Enterprises and the social economy are worth £60bn nationally and at least £4.3bn regionally providing 1 in every 10 jobs in the region and of all the sectors are more likely to be led by women (60% estimated). This builds on a long and strong history within the city region of social innovation and its commercialisation, particularly by women including the first public wash houses to address cholera, the first enterprise combining wellbeing care and medicines, and the UK's first housing cooperatives. They each used commercial trading to deliver a social mission. Power To Change have recently identified Liverpool City Region as one of just three places nationally where the groundswell of community businesses and the social economy is enjoying exceptional growth and scale.

Rec 17. We ask that LCR takes account of the evidence from Power To Change, the Heseltine Institute, The European Hubs network and others to accelerate the growth and multiplication of social enterprises confident in the knowledge they are equitably led by, employ and benefit women.




We are not anti-profit but do want to see profits put to good use and shared fairly. We suggest public subsidies should be applied where markets are failing such as in care of the elderly or affordable housing that is not really affordable. We propose preference is given to activities that enhance the kind of economy, and world, we want to live in, rather than those that undermine it. One Day requires more socially beneficial organisations and would include in that definition many local, social, family and responsible businesses who reinvest and share their wealth.

Some of the sectors proposed as potential growth areas in the LCR CA Position Statement are environmentally destructive and financially extractive and some of their products are particularly harmful to women or not benefitting them equitably. They don't support our One Day vision. We think the social economy and other socially beneficial businesses – defined by their actions – have a significant and growing part to play, requiring large scale investment to reach their full potential.

The WBG provide adequate evidence as to how some sectors' and companies' growth is already working well for women and diverse communities and that investment will not be damaging. Activities that are extractive correlate to those activities that are damaging or excluding of women. For example, big retailers are currently lobbying for interventions in high streets to protect their assets, but it is the big chains that are failing, not independent retail. Distributed and diverse growth - across sectors, people and locations – reduces the high risks of concentration and dependence on a few large employers, sectors or places.

'MEASURE THE HEALTH, NOT JUST THE WEALTH'



We also think there should be some repayment by those businesses that are extractive, particularly very large businesses who are less likely to pay tax within the UK or use Tax minimisation accounting. We considered adaptation of the 'overage' agreement mechanism used in capital developments where super profit is made. Those larger businesses and employers in receipt of public support, including Family Tax Credit and other state subsidies of low paid jobs, would be required to reinvest 50% of all 'super' profits in wealth sharing arrangements. The application of those funds requires further exploration but at this stage we suggest 1/3rd to employees, 1/3rd to local/social enterprise funds, and 1/3rd to create access level jobs into the sector through the provision of apprenticeships or management opportunities for those underrepresented. This could contribute to job creation with a target of full employment providing everyone (men and women) with the right to a valued role and responsibility and measures on business leaders/employers to provide access level jobs.

Rec 18. We ask LCR to ensure that large employers are engaging in responsible business activities aligned to the principles of the City Region and paying above Real Living Wage and that Social Value is prioritised as an impact measure.

Historically many interventions, related to women and other diverse groups within the social economy have been required, by funders, to perpetuate the deficit model in order to secure funds. This approach implies that if only women had more skills, were better qualified, or more experienced or even applied themselves more, they would advance. LCR's own evidence shows this is not the case through statistics of under employment and over qualification.

Rec 19. We ask LCR to reject the deficit model and require changes of the systems of exclusion, not women. If resources are to be applied, then they should be to compensate women and wholly within their control.

Rec 20. We welcome LCR's support of some significant projects under discussion with LCR in relation to the Social Economy that we believe contribute to One Day and have not detailed those projects here but would support:

- Social Economy growth strategy to include availability of grant and investment funds across the social economy lifecycle.
- A centre of support and regionally identified places to gather and get peer to peer support, community creches and child friendly co-working networks – ideally run by social businesses not state – based on where people WANT to do business i.e. go to where the community action is.
- LCR support through funds and training for scaling and better managing community owned assets.
- Investment of health funds into the wealth of community run, based and owned wellbeing activities that are preventative not clinical.
- ILM and employment access and creation programmes that also deliver community benefit to enable work access (see also full employment commitment).

Rec 21. We ask the allocation of place and high street type funds are based on where people WANT to do business i.e. go to where the community action is, those places / groups who are making things happen (Granby, Baltic, Prescott etc).

13: HOSPITALITY AS EXCELLENCE.

Liverpool's exceptional hospitality is born out by its current status as the UK's most friendly city. That ability to welcome, entertain, host and serve is the result of the city's long heritage as an international port, where men and women have always worked both onshore and offshore, travelling the world and welcoming the world, as cooks, cleaners, stewards, bursars, entertainers - not just within the Liverpool region, but on ships that took and traded those skills to other places. Drawing on lessons learnt from the hospitality of other countries and using that learning to make the city of Liverpool welcoming and cosmopolitan, Liverpool's cultural and service industries were internationally influenced and are inextricably linked as a result. Curry and chips is served in every Chippy, the city dish of Scouse (and its identity) is derived from Scandinavia, café's, night clubs and boxing clubs offer international food and drinks alongside globally influenced dance, music and sport as equal components of the city's cultural offerings.

'TAKE THAT 50 GRAND OF A STUDENT LOAN AS AN INVESTMENT FOR EVERY 18 YEAR OLD.'



Rec 22. We ask LCR to invest in the Hospitality sector. Our people of Liverpool are world renowned for the hospitality industry and this sector is continuing to grow. The sector and workers need revaluing. Hospitality offers a route into employment and skills for many people and we have the opportunity to draw on our heritage and make LCR the destination of choice for hospitality and service standards.

We ask LCR consider making Liverpool the global destination for excellence in training on hospitality and look at apprenticeship schemes in relation to gender equality and access.

14: CIRCULAR – REDUCE, RENEW, RECYCLE

The proposals within the LCR CA Position Statement tend to be of scale, require large investments and further research. It follows financial investment and responsibility is held by a small number of people and organisations who must address the climate crisis for, rather than with, communities and citizens. Large interventions are required at a regional, national and global level and we support LCR's leadership on those interventions.

The remarkable leadership being shown by young women and men in relation to the climate emergency, which is mobilising thousands of individuals, calls for a more accessible, distributed and participative approach to a clean and green future.

The Circular Economy calls on us to reduce, renew, recycle, and share. We suggest testing participative activities on a much smaller scale through societal challenges and innovation localities. Our vision for a circular economy is one in which we can all easily participate and contribute and might include things we haven't even thought of yet....but we can imagine:

- Car free neighbourhoods
- Re-makeries
- Innovations for the reuse of waste (like Granby Workshop)
- Bring and buy markets
- Bag-less supermarkets
- Recycling superstores
- New uses of our maritime heritage

MAYBE ONE DAY ...

Transport plays a part in this and its importance is recognised for women, but public transport can be dangerous and hostile to women's lifestyles and safety needs. Expensive solutions including Arriva Click appear to be minimally used. Transport for London (TfL) was cited as an example of a transport network that recently started to put women's needs at its heart. But equally electric vehicles, car free neighbourhoods, community cars, cycling paths, decent tarmac rather than fancy paving, and clean and safe trains and buses were all seen as ways forward with a more mixed approach to transport advocated.

Rec 23. We ask LCR for a community climate challenge fund to stimulate ideas and participation in direct and affordable actions that are of a human scale and can be delivered at a local level that contribute to climate change targets.

Rec 24. We ask LCR to compliment large public transport infrastructure expenditure with human scale interventions that encourage walking and cycling including car free neighbourhoods and giving priority to pedestrians in built up areas.





The average wage of women in every region within the UK means they cannot access the housing market (WBG). Some women are trapped in domestic and financial abuse or dependency as they cannot afford to leave even if they are relatively affluent. Women who become homeless are often at risk of abuse, physical and sexual violence. We welcome the Housing First approach being adopted by LCR CA and applaud the work of the many women on the front line, such as Michelle Langan and The Paper Cup Project, who continuously highlight and alleviate the impacts of the homeless problem that has escalated in the last 10 years.

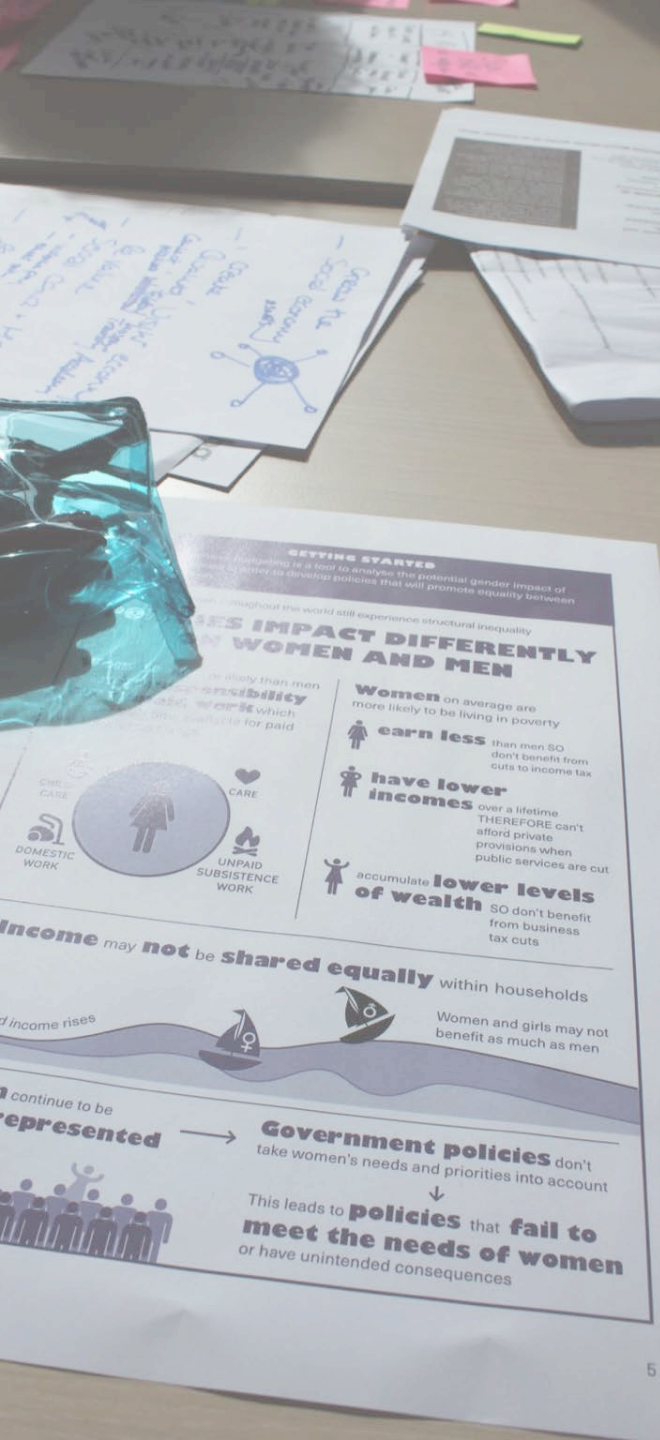
Although more homes are being built within what is described as the housing crisis, they are not affordable to women (or anyone much) and building new homes makes all homes more expensive. They certainly don't address homelessness and allow escalating rents to be charged to people who cannot access the housing ladder. We believe the Housing market is seriously broken and requires radical intervention that makes it truly affordable through rent controls, for sale controls, and the mandated use of empty properties purchased for investment purposes.

Rec 25. We ask that LCR invite disruption pilots that have the potential to make housing more accessible and affordable to women - in that you do it for women, you do it for all - and consider to what extent regional policy can be used to ensure more homes are lived in and truly affordable.

'There should be a social space, that's free, where everyone walks into it on equal terms'

Rec 26. We ask LCR to help redefine affordable housing, based on existing pilots, to be those funds a buyer has, after deduction for all living and other expenses, available for housing costs.

- Rent and affordable housing purchase controls affordable to women and communities based on local, minimum or mean incomes.
- Requisition or 'localisation' (like nationalisation) of empty properties being used for investment only purposes (like Berlin).
- Challenge escalating new units that undermine affordability throughout the market and further damage climate particularly where they are on greenfield not brownfield sites.



15: MEASURING UP

We would like to work with LCR to develop more suitable metrics for the kind of economy and region we are all want to live in One Day. New Zealand, the first western country to design its entire budget based on wellbeing priorities, has developed metrics to monitor its wellbeing - policies from which we can learn. We want to explore metrics such as:

- Self-sufficient – as an economy we should aim to be a net contributor to the national budget rather than a net cost. What is the gap and how can we measure ? Furthermore, like Canada, how do we reduce it ?
- Stop ‘courting’ the large, global corporations and refocus inward investment to small and home-grown to spread risk – measure micro business in aggregate. This has immense value and reduces risk.
- Replace Trickle Down economic theory with Ground Swell economic theory and test it out.
- Extractive examples – only invest in those things that re-invest profit in the region and share wealth with staff and contribute to the One Day vision including the climate sector. There are aspects of the strategy that appear in denial. Automotive is a sector that needs to radically rethink its product offer and business model. Capital development of buildings is currently stimulating the developer profit industry. There is an urgent need to try different models.
- The Collective Deficit – those things that are too large or complex for one organisation to address, but are to our collective detriment or benefit – and how we meet it?
- Population growth – reality of where this comes from is elsewhere – we want to translate immigration as a positive ‘cosmopolitan’ equal to inward investment and harness diversity as a benefit with targets.

GVA and GDP may be necessary but lead us away from the kind of world we want to live in One Day.

One Day we want to be measured through positive metrics or 'enablers' because without them the other outcomes are unachievable:

- Joy, Learning and Care
- Playing your part and reciprocity - opportunity to make a valued contribution and feel valued
- Belonging
- Healthy, fresh clean air, healthy environment
- Transport and community connectivity - 5 connections = support network
- Social Impact
- Value to economic objectives (care etc)
- Profit not a measure - but wealth sharing could be
- Things that stop or reduce negative effects (eg hospital, crime = jobs jobs jobs) and access level jobs
- Prosperity Indicator - measured on inclusion not averages
- Time is a measurable indicator? - how much of our time is spent caring for others for example - hidden values
- An index of celebration to replace an index of deprivation

Rec 26. We ask LCR to update the measures of success and productivity to include the value of wellbeing, the value of health, the value of care and our aim to be self sufficient.

**‘WE NOW
NEED TO
COUNT
MORE’**

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'NO TURBO CHARGING REQUIRED'

