

IMPACT20

THE NATIONAL CONVERSATION

IDEAS TO BUILD AN INCLUSIVE ECONOMY

EXECUTIVE SUMMARY



The coronavirus pandemic has had an unprecedented impact on our communities. It has created new challenges and laid bare existing problems, such as the impact of digital exclusion. But I also believe it has given rise to new opportunities to reimagine and reshape a society that works for everyone.

This report brings together insights from over 250 leaders from across our regions and nations on the actions we need to take to respond to these challenges, and level up the whole of the UK so that we can all contribute to a better future.

Now is the time for business, civil society and government to forge new partnerships, to accelerate impact and to help build a more equal, sustainable and inclusive economy.

Baroness Barran MBE, Minister for Civil Society

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FOREWORD

Dear Colleague,

Thank you for your interest in the Inclusive Economy Partnership's IMPACT20: The National Conversation report.

Our mission as the Inclusive Economy Partnership (IEP) is to bring Government, business and civil society together, to unleash the potential of people and communities across the UK. Together, the IEP's relationships and initiatives are contributing to a more inclusive economy and society.

Our partnerships have never felt more important as we look to recover from the pandemic and the economic, employment and mental health shock it has created.

We wanted to listen to the unique experiences and challenges being faced by local communities across the UK, to understand what's needed now, and how we can plan for the future.

That is why we hosted **The National Conversation** – a series of nine digital, regional roundtables – to examine the unique strengths and possibilities of our communities.

This executive summary captures the key learnings from the National Conversation.
You can read the full report at www.inclusiveeconomypartnership.gov.uk

It highlights the challenges and the opportunities – as well as the many brilliant initiatives already in place – across the UK. It gives a clear path forward, detailing the actions we need to take now – and into the future – to create a more inclusive society.

Next steps

We hope you find these insights and new ideas valuable and are inspired to join us to take action. You can further enrich the chorus of local voices who have contributed to this national composition.

We want to continue working with you, so please:

- 1. Connect with us** – Share your feedback and insights on social media using the hashtag #InclusiveEconomy or by getting in touch with us
- 2. Collaborate with us** – Partner with one of our brilliant IEP Social Innovators to scale their proven solutions, or get in touch to engage on any of the areas in which we focus: transition to work, mental health, and financial inclusion
- 3. Create something new with us** – Work with us to build new partnerships - or develop your own partnerships! - around some of the key regional and national issues identified in this report

Let's do more, together.

The IEP Champions



Sacha Romanovitch, CEO, Fair4AllFinance



John Pettigrew, CEO, National Grid



Steve Murrells, CEO, The Co-Op



Dame Julia Cleverdon
DCVO CBE, Board Member,
Youth Futures Foundation



Mark Norbury, CEO, UnLtd



Joe Garner, CEO, Nationwide



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Fairbairn Foundation



Immy Kaur, CEO, Impact Hub
Birmingham



Dawn Austwick, CEO, The National
Lottery Community Fund



Sebastian Munden, UK President,
Unilever



Kelly Devine, UK & Ireland President,
Mastercard

INSIGHTS FROM BRITAIN'S YOUNG PEOPLE

We asked young people across the country, who featured at every one of our roundtables, to share their challenges and views on what it takes to build an inclusive Britain. Here is what they said...

"We call on businesses to invest in us. For many adults, the thought of working with us is scary or unknown. There's a perception that we simply don't care, but that couldn't be further from the truth. We are hungry for opportunity."

Urko Beltran de Guevara, London

"It is not enough for young people simply to be heard. They must be active in decision making. We have the opportunity to embrace our entrepreneurial spirit and be disruptive, because in these unpredictable times the more everybody wins, the closer we are to an inclusive economy that leaves no one behind."

Rosie Beattie, Glasgow

"Diversity, inclusion and equality – we need to bring young voices from all backgrounds into the conversation. We can only have inclusive economies when economies work for all, and not just the few."

Atif Ali, Midlands

"If we are truly wanting to value young people, so that they feel like they belong, to give them hope and aspirations, then we need to treat them as equals. We need to include them in every conversation, in every room, group and meeting – to ensure that decisions are accessible and their voices are heard."

Lauren Barclay, North West

"Initiatives like this – giving young people opportunities to be involved in these conversations, letting them know that they're heard – are really important for boosting our confidence. Because at the end of the day, the future is in our hands."

Olaitan Olawande, Cardiff

"We'll get the best outcome for young people by engaging more, by talking about young people, and investing in their lives and futures."

Paddy Boyd, Belfast

"We as young people are not going to get this time back. We need to be listened to now. We need to be heard."

Leezah Ahmed, North East

"It's so important for us to see people in higher positions listening, aware of what's going on and wanting to make a difference. It's encouraging to see people coming together to finally change the odds in favour of young people."

Bea Bolton, South West

"You can help young people find purpose by investing in them. We can't have an inclusive economy if we aren't willing to have an open and honest discussion about power. The value of giving power away, giving it to young people to change their own experience, and take ownership."

Amy Dowling, Yorkshire

ABOUT THE INCLUSIVE ECONOMY PARTNERSHIP

“ Our purpose is creating a society we’re proud to pass on to our children. And the only way we’ll do that is by building a new kind of inclusive economy.”

Sacha Romanovitch, Co-Chair, IEP

The IEP is a unique partnership of businesses, civil society and Government departments that are working together to solve some of society’s toughest challenges, to help all communities and everyone within them feel they belong to and can participate in the UK economy.

Through collaboration, innovation and a shared determination to make the UK a better place to live and thrive, the IEP is part of a growing global movement that’s trying to solve age-old problems with new ways of thinking.

OUR THREE CHALLENGE AREAS

We create partnerships focused on unleashing potential in three distinct areas:

- 1. Transition to work:** helping the c.800,000 young people not in education, employment or training to secure and retain meaningful employment
- 2. Mental health:** ensuring all employees have their mental health supported in the workplace – tackling a problem whose cost to the economy is estimated at between £74bn - £99bn per year
- 3. Financial inclusion and capability:** improving the financial wellbeing of 24 million people, including 5.5 million in an unfavourable debt situation

OUR IMPACT SO FAR:

By applying our proven model to build high impact partnerships, we have:



OUR THREEFOLD APPROACH

AMPLIFY

Amplifying what already works to ensure more organisations adopt great practices to solving these challenges.

Portal for purpose

We have built a new website which is a dynamic and interactive home for organisations to learn from each other and collaborate. The website amplifies existing initiatives that are driving inclusive growth across the UK, aligned to the SDGs.

Mental Health at Work

In partnership with the Thriving at Work Leadership Council, the IEP is working to amplify the Mental Health at Work website - which brings together resources, toolkits, blogs and case studies - and make it the go-to resource for employers. To support, this the IEP coordinated a User-Experience Hackathon and a Sustainable Funding Hackathon, with over 50 stakeholders. The website has also been included as a recommended resource by the Government for potential suppliers, as well as being incorporated into the Disability Confident guidance for employers. This has amplified the website to an additional 100,000 businesses.

SCALE

Increasing the impact and reach of proven on-the-ground solutions through the power of partnerships.

BOOST

The Inclusive Economy Partnership’s BOOST programme supported 18 high impact organisations to reach more people struggling with financial hardship, mental health and young people unable to get good jobs.

Delivered by a unique partnership between the Cabinet Office, DCMS, the Young Foundation and EY, the BOOST programme:

- Made 200+ direct introductions to civil society, business and Government partners
- Created 130+ high-impact partnerships
- Formed 40+ bespoke mentoring relationships
- Delivered 12 tailored workshops
- Leveraged over £4million in funding, investment and capital support

Most importantly, BOOST enabled the 18 organisations involved to reach over 75,000 more people in need.

BOOST Innovator: MyKindaFuture

MyKindaFuture connects disadvantaged young people with a range of employers through their world-class mentoring platform, which ensures everyone feels a sense of belonging and inclusion at each stage of their workplace journey.

The BOOST programme significantly supported MyKindaFuture with their strategic thinking, insights into new markets and access to partners.

For example, MyKindaFuture formed a new partnership with National Grid to deliver a pioneering STEM skills and career outreach programme, which will benefit more than 100,000 young people.

Furthermore, MyKindaFuture was introduced to the Department for Work and Pensions through BOOST. As a result, they have secured a partnership to run a new pilot with JobCentrePlus, whereby Job-Seekers will access personal mentors on the MyKindaFuture platform, to support their journey into work and then support them to succeed in work.

Finally, the strategic development of the organisation has directly enabled the organisation to build a successful investment case and secure an additional £1 million in funding to scale their mentoring platform.

INNOVATE

Pioneering new initiatives that can establish innovative solutions to age-old problems.

Open Banking for Good

IEP Advisory Board member Nationwide ran a £3m programme, convened by the IEP, called Open Banking for Good. This programme developed and scaled five new fin-tech organisations, using open banking technology, to help the financial wellbeing of UK citizens.

Work Placements

The IEP has worked with Movement to Work, Accenture, Sage and Unilever, as well as local partners, to deliver work placements in three regional pilots in the West Midlands, North East and North West. These efforts have focussed on building local partnerships between trusted youth organisations and employers with job opportunities, in the wards that have the highest rates of young people not in education, employment or training - and have resulted in over 1,000 new placements.

OVERVIEW

IMPACT20: The National Conversation draws on the comments of more than 200 people across nine regions of the UK. The participants were selected from a wide cross-section of private sector industries, local and national Government, social enterprise, education, and the charity sector, as well as youth representatives.

They debated the issues that stand in the way of an inclusive economy, revealing the unique set of challenges from each region. They also highlighted the standout initiatives that are helping to tackle these challenges.

The nine roundtables made it clear that many communities across the nation are experiencing major challenges: vulnerable people are being pushed to the margins of society, and both financial and digital exclusion continue to affect millions of people in the UK.

Across all the regions and nations, there were some overarching themes. Opportunities and support for young people were priorities across the board. The UK was also united in calling for more cross-sector partnerships to tackle the pressing issues of the day. The pandemic's impact on the mental health of communities across the UK has been highlighted as a concern, as is the widening gap between rich and poor.

This map summarises the key insights gathered from each region.

HERE IS WHAT WE HEARD...

Glasgow

- The gap between rich and poor is widening and the pandemic has exacerbated the problem
- People are heavily reliant on bank branches for their financial needs but the nation is losing more cash machines and bricks-and-mortar banks than anywhere else in the UK
- A lack of opportunities for young people could hamper the entire careers of the next generation

Belfast

- A lack of financial education, which has resulted in spiralling personal debt, fewer savings, and widespread fuel poverty
- The organisations working towards an inclusive economy are working in silos, which limits their reach and effectiveness
- More pioneers, who are willing to challenge the status quo, are required to accelerate the pace of change

North West

- Some schools and universities in the North West need more support keeping pace with the skills required in fast-moving industries such as technology
- Young people's career ambitions have taken a knock following the COVID-19 crisis
- More joined-up thinking, and a laser focus on outcomes, is required to help tackle the North West's systemic challenges

Cardiff

- Young people's job prospects have declined rapidly in the wake of the pandemic
- Many areas of rural Wales lack access to broadband services, which is creating a digital divide
- More partnerships between social enterprises, businesses and the Government are required to accelerate progress

South West

- Young people are struggling to transition from education into work because of a shortage of jobs and the disruption created by COVID-19
- Those living in rural areas across the South West may struggle to access broadband are also more likely to feel isolated
- Home to an elderly population, the South West is now facing a care crisis

North East

- Young people are being left behind in the jobs market and more work placements and apprenticeships are urgently required
- The North East must prioritise sustainability and tackling the climate change crisis to drive economic growth and create skills in the region
- Workplace discrimination remains a challenge and organisations must work harder to encourage diversity

Yorkshire

- Widespread unemployment is a pressing concern and long-term joblessness is having a negative impact on mental health
- Many young people are struggling with digital poverty, and do not have access to laptops or broadband
- Grassroots organisations must be given more funding and support to help to rebuild crisis-hit communities across Yorkshire

The Midlands

- Aspiration, access to jobs, and apprenticeship opportunities have all been decimated by the pandemic
- Mental health provision must be addressed immediately, especially for young people, to prevent a mental health crisis
- Sustainability must be at the heart of the economic recovery in the Midlands

London and the South East

- Diversity and inclusion is a key challenge in London and more work must be done by employers to ensure that bias is eradicated
- London's 'two tier economy' is forcing those working low-paid jobs to put themselves at risk during the pandemic while high-paid professionals work from home
- Some Londoners, many from low income households, do not have access to a laptop or home broadband



LET'S DO MORE TOGETHER

BUILDING AN INCLUSIVE ECONOMY

The IEP has proven that a partnership model can effectively catalyse action and create a more inclusive economy. Based on the insights from our regional roundtables and interviews with leaders from both business and civil society, we identified six key areas of opportunity where this model of cross-sectoral partnerships can play a critical role. We have also outlined the actions the IEP will take over the coming year to address these key opportunities.

KEY OPPORTUNITIES

1. OPPORTUNITIES FOR YOUNG PEOPLE

The pandemic has dramatically reduced young people's access to jobs, training and education. Partnerships between schools/universities and the private sector can help smooth the transition from education to the workplace, and ensure young people have the right skills to progress in their chosen career. Work programmes, be they skills academies, apprenticeships or training opportunities can all benefit from this approach, ensuring that both the voices of employers and young people are considered, increasing their effectiveness.

The IEP continues to work on supporting all young people into education, employment or training. We are currently focussed on enabling our existing work experience ambitions, led by Movement to Work, to adapt to current circumstances, including virtual work experience; and enabling different parts of Government and the public sector to come together effectively to map young people's journeys and support their needs as they navigate their pathway to fulfilling and secure employment. As we recover from COVID-19, we are also supporting the Governments' ongoing Plan for Jobs.

2. CONNECTING LOCAL LEADERSHIP WITH NATIONAL NETWORKS

There is remarkable innovation and invention being led by local and regional leaders across the country. Too often the impact of this work is stymied by a lack of resources. Meanwhile, nationally-focused networks, often rooted in London, hold significant resources but without the connections in particular places to clearly understand the wants and needs of the communities living within them. More intentional connections between local leadership and national networks would help to increase the pace and scale of change.

The IEP is exploring what role it can play in supporting leaders in local places to access the resources they need in order to effect meaningful change. We are keen to better understand the role we can play in bridging the gap between national resources - including, but not limited to those marshalled through the IEP - and the expertise, energy and leadership in places across the country.



3. FIGHTING INEQUALITY IN ALL ITS FORMS

An individual's race, gender, sexual orientation or class should not be a barrier to a fulfilling life and career. Organisations that prioritise diversity can amplify their learnings by working in partnership with other companies and departments, sharing insights, and create a code of best-practice that will help other organisations follow suit. These partnerships should be formed between organisations from academia, the private and third sectors, and within Government if we are to successfully tackle this issue. Diversity education and empowerment programmes must be available from school age through to those operating at senior management level.

The IEP will expand its partnerships into 2021 and beyond, looking at all angles of inequality to tackle this issue. Furthermore, we will ensure that any of our programmes supporting young people into the workplace - or organisations that we work with - place diversity, equity, and inclusion at the centre.

4. SUPPORTING THE NATION'S MENTAL HEALTH NEEDS

The current crisis has severely affected the mental health of many, especially those who are isolated or vulnerable. The most successful initiatives tackling this issue have been cross-sector partnerships, sharing resource and learnings to provide support and advice for the most vulnerable people in society. Education is key if the UK is to help raise awareness and build resilience amongst those facing mental health challenges.

The IEP is advancing the role of business in positively impacting the mental health of society, starting with that of their employees. We are driving corporate commitment and best practice by ameliorating and amplifying the Mental Health at Work website, which brings together resources, toolkits, blogs and case studies. Additionally, we are developing HR best practices, in collaboration with business, civil society and Government, for supporting employee wellbeing and managing employee performance.

5. A GREEN RECOVERY FOR ALL

The climate change crisis remains a priority for Britain, and any economic recovery must have sustainability at its heart. This is not a simple challenge to address and will require a united effort from multiple stakeholders across the UK economy. It is only by working together, and tackling multiple issues at once - such as next-generation skills, renewable energy sources and energy-efficient housing - that we can pave the way to a greener future.

The IEP is committed to ensuring that all of our activity has sustainability at its heart and creates partnerships that will tackle the climate change crisis. For example, we have connected MyKindaFuture and National Grid to roll out a pioneering STEM skills outreach programme, to lead the way to net zero. Moreover, our next scale-up programme will work with organisations that demonstrate a strong commitment to sustainability.

6. BRIDGING THE DIGITAL DIVIDE

In an increasingly digital world, everyone must have access to hardware, broadband and digital skills. It is only by working in partnership that the private, public and third sectors can adequately address the complex and diverse needs of local communities, ensuring the right tech gets into the hands that need it most. Through collaborations of this nature, the third sector, businesses and the Government can work together to bridge the UK's digital divide, and increase the awareness of all available digital inclusion programmes.

The IEP is exploring what role it can play in catalysing a new partnership around addressing the digital divide, including how best to build on and complement efforts already being undertaken. To do this, we will work with both current champion organisations as well as new partners.

TO READ THE FULL REPORT, PLEASE VISIT
WWW.INCLUSIVEECONOMYPARTNERSHIP.GOV.UK



ACKNOWLEDGEMENTS

Belfast

Advice NI
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Invest Northern Ireland
NI Consumer Council
NICVA
NIO
NOW Group
Openreach Northern Ireland
Raise Ventures
Rural Community Network
Tech Belfast Advocates
Ulster University
YouthAction Northern Ireland

Cardiff

Aberystwyth University
Arts Centre; HAKA Entertainment
Arts Factory
Bangor University
Bevan Foundation
Cardiff Airport
Cardiff Capital Region City Deal
Cardiff University
Career Alchemy
Co-op
Deloitte
Educ8
FSB Wales
IoD Wales
Lewis Silkin LLP
Penglais School
Platform Cymru
ProMO Cymru
Sparklas Cleaning Services Wales and West Ltd
WCVA
Ysgol Garth Olwg
Ysgol Nantgwyn

Glasgow

Aberlour
Beauty Kitchen
Business Stream
Cappemini
Carnegie UK Trust
Co-op
Codebase
Development Trusts Association Scotland (DTAS)
Entrepreneurial Scotland
Foundation Scotland
Glasgow City Council
Glasgow Life
GrowBizScotland
Mastercard
Office of the Secretary of State for Scotland
Resonance Capital
Scale Up Institute
Scottish Government
ScottishPower
SCVO
Spellie
Technology Leaders Limited
University of Glasgow
University of Strathclyde
Women's Enterprise Scotland

South West

3D Tomorrow / SideKik Ltd
Airbus UK
Anthesis Group
Blurt it Out Foundation
BSC
Borges Salmon LLP
Business in the Community
Co-op
Cornwall Manufacturers Goup
Costain
Exeter City Council
Exeter City Futures
Fair4All Finance
Good Life Sorted
MHCLG
Nationwide
Open House Centre
Plymouth City Council
The Filo Project
The National Lottery Community Fund
Young Devon
Young Enterprise

Yorkshire

Bradford City College
Leeds City Council
Sheffield College
Sheffield City Council
Panintelligence
Yes2Ventures
The Tech Ladder
University of Bradford
SEE Ahead
Burton Street Foundation
Kollider
The Really NEET Project
Twinki
Textocracy
Co-op
Local Services 2 You
Counter Context
DCMS
Distinction Doors & SCCI

London

Accenture
AECOM
Business in the Community
Bupa
Capital City College Group
Co-op
Deskrete
Fair Money Advice
Fair4All Finance
Fat Macy's
Fujitsu
Generating Gneius
Good Life Sorted
Happy Tails & co
Innocent Drinks
JCDecaux
Landsec
Linklaters LLP
London Stock Exchange Group
Money and Mental Health Policy Institute
MyKindaFuture
Nominet
Oxfam GB
Peabody
School for Social Entrepreneurs
Supa Talent
Tech London Advocates
The National Lottery Community Fund
Unilever
VMWare
Young Enterprise

Midlands

Beetfreaks
Birmingham County Council
Civic Square
Co-op
D2N2
Double T
Fair4All Finance
Greater Birmingham & Solihull Local Enterprise Partnership
Leicestershire Cares
Leicestershire LEP
Lloyds Banking Group Centre for Responsible Business
National Grid
NEC Group
Nottinghamshire County Council
Nova
Ricoh
SC Johnson Professional
Shoosmiths LLP
The Birmingham Civic Society
The National Lottery Community Fund
The Young Foundation
Toyota Motor Manufacturing
University of Derby
University of Birmingham
University of Nottingham
UnLtd

North East:

Tees Valley Combined Authority
Newcastle University
Co-op
Getaway Girls
Middlesbrough College
Centre for Progress Innovation
Sage Group
Sunderland Software City
Teesside University
Recovery Connections
FIRST
Kielder Observatory
The Young Foundation
The Wharton Trust
UMi Commercial Limited
The National Lottery Community Fund
Eversheds Sunderland
MHCLG

North West:

Business in the Community
Lancashire LEP
MagneticNorth
Greater Manchester Combined Authority
Impact Investing Institute
The National Lottery Community Fund
Transform Lives Company
Accenture
Cities and Local Growth Unit, HMG
Lancaster University
AECOM
IBM UK Limited
General Medical Council
JobSkilla
Changing Streams CIC
Young Mental Health Matters
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