

WPP

Condition Wording:

(a). Three months prior to the first occupation of the development, a Local Benefit Proposal Framework that outlines the approach to local recruitment for the end use(s), shall be submitted for approval in writing by the City Council, as Local Planning Authority. The approved document shall be implemented as part of the occupation of the development. In this condition a Local Benefit Proposal means a document which includes:

i) the measures proposed to recruit local people including apprenticeships

ii) mechanisms for the implementation and delivery of the Local Benefit Proposal

iii) measures to monitor and review the effectiveness of the Local Benefit Proposal in achieving the objective of recruiting and supporting local labour objectives

(b). Within 6 months of the first occupation of the development, a Local Benefit Proposal which takes into account the information and outcomes about local labour recruitment pursuant to items

(i) and

(ii) above shall be submitted for approval in writing by the City Council, as Local Planning Authority. Any Local Benefit Proposal approved by the City Council, as Local Planning Authority, shall be implemented in full at all times whilst the use is in operation.

Introduction

WPP is a creative transformation company. It uses the power of creativity to build better futures for its people, planet, clients and communities.

To do this, it offers a range of services across four key areas:

- **Communications:** Creating powerful ideas based on deep insights to connect brands' messaging with audiences in meaningful ways and channels at meaningful moments.
- **Experience:** Building seamless experiences to make brands part of people's lives and create more memorable engagement to drive better business results.
- **Commerce:** Making it easy for clients to sell within the complex ecosystem of where and how their customers want to buy.
- **Technology:** Leveraging global technology partnerships and unique scaled platforms and capabilities to build technology and data solutions fit for its clients' needs.

WPP provides these services through a network of integrated creative agencies, industry-leading media agencies, global public relations agencies, and specialist agencies.

This includes renowned global agencies such as: AKQA Group, BCW, Essence Global, Grey, Hill+Knowlton Strategies, Mindshare, Ogilvy, Wavemaker, UWG Inc., Wunderman Thompson and VMLY&R.

It operates in 111 countries and works with clients that operate across a broad range of sectors. This includes 325 of the Fortune Global 500, all 30 of the Dow Jones 30, 62 of the NASDAQ 100 and 61 of the FTSE 100¹. In 2020, WPP received £46.9bn in billings and generated a revenue of £12bn.

¹ <https://www.wpp.com/-/media/project/wpp/files/sustainability/reports/2020/wpp-sustainability-report-2020.pdf?la=en>

Workforce

WPP's multinational workforce is comprised of 100,000 bright, driven and creative individuals from a diverse range of backgrounds across the globe. In the UK, it is comprised of 10,000 employees and is headquartered in London.

The company is committed to being a fair and equal employer that invests in its people. As of 2020, there was around 40% women in executive leadership roles and 51% of women in senior management. It offers all employees access to the Employee Assistance Programme which provides them with fully qualified and experienced counsellors giving support in the areas of consumer advice, life coaching, career guidance and legal assistance.

Apprentice/Roles

i) the measures proposed to recruit local people including apprenticeships

WPP is committed to investing in the growth and development of its people from the very beginning and throughout their time with the company.

It provides young people with the opportunity to access a wide talent pool through a wide range of internships and apprenticeship roles. These are paid positions that are accessible to people from all backgrounds. In 2020, WPP offered 7,190 paid internships and apprenticeships in 56 countries across the globe.

WPP has also launched the NextGen Leaders programme, a ten-week virtual learning series for college students and recent graduates that is the first in its kind among its peer group in the communications sector. The series allows participants to hear from, and connect with, leaders across agency brands and functions at WPP, as well as clients, partners, and other experts from its broader network.

As a result, young professionals get an exclusive experience inside the company and its culture, and receive support to build an effective network community. NextGen Leaders recruits from a diverse pool of early-career talent in partnership with colleges and universities across the United States and UK.

The summer 2020 intake included 846 participants from across 54 countries with 55% of these being Black, Asian and Latin American people. In addition to receiving a certificate of completion, participants leave the programme with their own professional network within WPP providing greater opportunity to secure full-time job offers from WPP companies. Participants are also encouraged to stay engaged with their cohort via private networks, such as an invite-only NextGen Leaders alumni network.

Role in HE Institutions

WPP has partnered with a wide range of non-profit organisations to promote careers within the communications industry and to help develop a future talent pool that has the skills needed to help the company continue to excel.

These efforts range from large-scale corporate partnerships to support for local education providers by its offices. Many senior staff share their time and expertise as visiting lecturers and teachers. Examples include: The LAGRANT Foundation, Brixton Finishing School, RARE recruitment, the One For Creativity and adfellows.

Commitment to work and skills team

WPP spent £19.7 million on training in 2020 with 77% of its employees taking part in formal training programmes across a wide range of online courses within LinkedIn Learning. In 2020 more than 21,000 employees achieved accreditations and certifications from leading technology partners such as Adobe, Amazon, Google, Microsoft and Salesforce.

WPP plans to invest an additional £150 million annually by 2025 in its people. This will be targeted at increasing talent and skills within the areas of experience, commerce and technology while boosting capabilities in AI and machine learning.

Employment Strategy (Manchester focused)

Manchester is WPP's second biggest UK market with around 520 employees across five separate agencies in the city: MediaCom, Wavemaker, Kinetic, Code Computerlove and Cheetham Bell.

WPP has begun moving a large proportion of its staff and agencies into single, shared campus-style hubs in most major cities around the world to increase collaboration, simplify operations and cut costs. As a part of this policy, it aims to move around 64,000 of its staff to be in co-locations by the end of 2021 and 85,000 by the end of 2023.

In line with this movement, WPP is in the process of developing a new 'campus' within the heart of Manchester that will be a creative hub to support the vision of an 'Enterprise City' through the regeneration of the St Johns area. The five agencies will move into this single location in order to expand into the North West and become less "London-centric".

The new campus will deliver a creative hub for the city that offers learning and development opportunities for those interested within the marketing and communications sector. WPP are committed to forming community, school, start-up and SME partnerships, courses and events.

ii) mechanisms for the implementation and delivery of the Local Benefit Proposal

- Advertisement strategy for opportunities
- Annual intake commitment

iii) measures to monitor and review the effectiveness of the Local Benefit Proposal in achieving the objective of recruiting and supporting local labour objectives

- Targets for recruitment