

THE EQUALITY TRUST

THE FAIRNESS FIFTEEN

TACKLING INEQUALITY AND POVERTY WHERE YOU LIVE

The UK is one of the most unequal countries in the developed world.

But inequality is not inevitable – you can change this with the FAIRNESS FIFTEEN.

Use the FAIRNESS FIFTEEN to help us find out what local councils are doing (or not doing) to tackle inequality and poverty across the UK.

The FAIRNESS FIFTEEN is a set of practical asks that allows you to engage and work with your council or Mayor in tackling inequality and poverty where you live in order to improve the lives of everyone in your community. They work for you, so ask your local elected officials to take action through FAIR PAY, FAIR POLICIES and FAIR LEADERSHIP – ask them to:

FAIR PAY



- 1 Pay all directly contracted staff the real Living Wage (as set by the Living Wage Foundation)
- 2 Ensure all council contractors are required to pay staff the real Living Wage
- 3 Publish a plan to reduce the pay ratio between the CEO and the lowest-paid directly employed council worker
- 4 Adopt a policy to consider income inequality or pay inequality as a social value clause when awarding council contracts

FAIR POLICIES



- 5 Evaluate the likely impact of council policies on socio-economic inequality*
- 6 Ensure 100% of the Local Welfare Assistance Fund is spent
- 7 Publish and pursue active strategies to tackle local food, fuel and funeral poverty
- 8 Enact 20mph speed limits in residential areas**
- 9 Set up a redistributive giving scheme like Islington Giving http://www.islingtongiving.org.uk/website_/
- 10 Make tackling inequality a priority in the council's budget-setting process and appoint a senior officer and/or cabinet member to take responsibility for inequality reduction

* As per the Socio-Economic Duty, section 1 of the Equality Act 2010. This was, regrettably, not brought into force by central government but local councils can take action on this. The Equality Trust and Just Fair are campaigning to encourage the Government to bring the duty into force: <https://1forequality.com/>

** Road traffic casualty rates show a steep social gradient with more disadvantaged areas showing higher rates compared to more privileged areas – please see: <http://www.20splentyforus.org.uk/> as well as: <http://www.whatonechange.co.uk/adopt-a-20mph-speed-limit-in-residential-areas-danny-dorling/> and http://www.20splentyforus.org.uk/BriefingSheets/20mph_is_a_Multi_Agency_Win.pdf

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FAIR LEADERSHIP

- 11 Act as an ambassador for the real Living Wage and promote it to local employers
- 12 Use council pension funds for shareholder activism to reduce high pay and tackle low pay in the companies in which it invests
- 13 Ban payday loan and rent-to-own companies from council advertising spaces
- 14 Enable council staff to use credit unions via the payroll function
- 15 Support credit unions through direct funding and other mechanisms



WANT TO TAKE ACTION WITH THE FAIRNESS FIFTEEN? HERE'S WHAT YOU CAN DO:

- 1 Contact your local councillors or the council Chief Executive or your elected Mayor and ask to meet them to discuss THE FAIRNESS FIFTEEN. Or you can submit a Freedom of Information request to your council. You should be able to do this via their website.
- 2 Once you know what your council or Mayor does (or does not do) with regard to THE FAIRNESS FIFTEEN, please feed this back to Bill Kerry bill.kerry@equalitytrust.org.uk here at the Trust.
- 3 Contact Bill to see if there's a local equality group near you with which you can campaign for THE FAIRNESS FIFTEEN. If there is no group nearby, you can start one with friends, family or colleagues. We can help you every step of the way, just ask Bill for help...
- 4 Convene a local public meeting and invite people along to discuss THE FAIRNESS FIFTEEN and setting up an equality group to campaign locally. We can help you with publicity, both printed and online.

Working as part of a local group of people will almost certainly be more effective and more fun but if you prefer to take action yourself, that's fine too.

PLEASE NOTE: Your council may well be implementing some of THE FAIRNESS FIFTEEN asks already or be sympathetic to them. It's just a case of finding out what they're not currently doing and then trying to persuade them to do it. And when you score your successes, we'll help you shout it from the rooftops!

The Equality Trust is working to build a better society by reducing economic and social inequality. But we need your help. Our work depends on generous donations from individuals who share our vision. Please help support active campaigning for a fairer society by becoming a supporter of The Equality Trust.

Please visit www.equalitytrust.org.uk/support-us to set up a Direct Debit; or

Please send a cheque payable to The Equality Trust to: **Freepost EQUALITY TRUST**; or

Please text **EQUA16 £10 to 70070 to donate £10**

(the JustGiving service accepts text donations of £1, £2, £3, £4, £5 and £10).

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