#EqualPay50 Toolkit for Campaigners

29th May 2020
50th Anniversary of the Equal Pay Act
This toolkit is designed to help people join the campaign to mark the 50\textsuperscript{th} anniversary of the Equal Pay Act, highlight the prevalence of gender pay inequality in the UK and call on those in power to take action.

It contains resources to help you participate in the campaign. All the resources here are templates – feel free to adapt these for your own purposes!

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Why Are We Coming Together for Equal Pay?

29th May 2020 will mark 50 years since the Equal Pay Act 1970 was passed in Parliament. Yet women, on average, still only earn 82p for every £1 a man earns.

The gender pay gap currently stands at 17.3%, with disadvantage multiplied for black and minority ethnic (BAME) and disabled women, who tend to experience even greater pay gaps. Meanwhile, women working for some of the UK’s largest and most reputable employers continue to undertake legal cases each year in order to secure their legal right to equal pay: a right they have been entitled to for 50 years. Based on current progress, it will take around 60 years to close the gender pay gap.

Recent research found that 81% of customers cared whether a business paid employees of different genders equally in the same role. Companies cannot afford to be known for underpaying women, but with many successful cases containing a gagging clause, bad employers have little incentive to change systemic drivers of unequal pay. To end unequal pay, employers who refuse to take necessary steps to meet their legal obligations must face public scrutiny.

50 years is long enough.

Equal Pay as a Means to #BuildBackBetter From COVID-19

In the context of the COVID-19 crisis, securing women’s right to equal pay is more important than ever before. Women are bearing the brunt of the economic fallout, with greater impacts already measured on women’s financial security and mental wellbeing. The virus has had a bigger effect on women’s earnings, partly due to a disproportionate amount of women working in the arts, retail, hospitality and tourism, but also as a result of existing gender inequalities within society. The crisis has drawn attention to how low paid some essential work is, with 69% of people working in the lowest-paid, lowest-status and precarious jobs, being women. Those jobs were classed as “low-skilled” but are now often recognised as “essential”. Many of these jobs are in sectors dominated by women - including retail, care work, social care and nursing.

At the same time, many women are taking on much of the burden of unpaid care and domestic work at home, given school and childcare facility closures. Before the crisis hit, women already carried out 60% more unpaid work than men and earned 43% less. The latest research has revealed that women are typically spending at least an extra hour-and-a-half on childcare and homeschooling each day, compared to the average man in the same circumstances. In the academic sphere, men are submitting more academic papers, while women’s research output has dropped by up to 50% compared to last year. While the pandemic offers an opportunity for us, as a country, to reassess how we view and value both paid and unpaid work traditionally undertaken by women, there is a risk that inequalities may also be further entrenched. Securing fair incomes for women must be seen as a vital component of how we #BuildBackBetter.

Overall, the changes in income and employment as a result of the crisis are expected to result in an increase to the mean gender pay gap of £62 a month. While the Government has made the decision to suspend companies’ gender pay reporting requirements for 2020 in light of the COVID-19 crisis, this in and of itself may have implications for how employers value closing the gender pay gap. The delayed reporting will also affect the ability of the Third Sector and employers to scrutinise and analyse companies’ progress from 2018-2019.
What Are We Trying to Achieve?

Our activities around the 50th anniversary of the Equal Pay Act have the following objectives:

1. To influence policy reforms and business practice to promote gender equality and women’s rights.
2. To highlight pay equality as an integral part of the struggle for women’s rights and gender equality.
3. To alert a new audience to the injustice of pay inequality in the UK and encourage more women to take up the issue of equal pay in their workplace and in their unions.
4. To show businesses and the Government that citizens will not accept damagingly high levels of inequality, and that there is a constituency of ordinary people who will not accept a return to the old, unfair “normal” in the wake of the COVID-19 crisis.
5. To build the power of activists in the UK to campaign against pay inequality and hold elite and corporate power to account.
6. To bring together feminist activists, voluntary organisations, employers, lawyers, trade unions, students, academics and workers to take action to demand equal pay.

Our Recommendations

Here are some key changes which could be made by businesses and the Government that would help to end gender pay inequality once and for all.

1. The Government mandates horizontal pay reporting as part of gender pay gap reporting – this would require companies to identify whether there is actually an equal pay problem (people being paid differently for doing the same work), rather than a progression problem (not enough women in higher paid positions).
2. The Government extends gender pay gap reporting requirements to companies with more than 100 employees – currently only companies with 250 employees or more are mandated to report on their gender pay gaps.
3. The Government introduces ethnicity and disability pay gap reporting, on the same basis as gender pay gap reporting – we know that the ethnic minority and disabled workers in the UK earn less per hour than their non-disabled and white counterparts respectively.
4. The Government requires companies with a gender pay gap above the national average to publish an evidence-based action plan to address their failure to recruit and retain women in high value roles.
5. In advance of legislation proposed by the Fawcett Society, companies adopt a contractual ‘right to know’ policy so that women can ask for and receive details of the pay of potential comparators.
6. Companies commit to eliminating those elements of their pay and reward structures that are defined as ‘high risk’ by the Equality and Human Rights Commission – this includes, for example, a failure of companies to include a salary in job adverts. When this happens, it often results in new starters being paid a rate based on their previous salary. This practice, common in the private sector, risks importing existing pay inequalities.
Our Targets

Those with the power to make change need to hear these messages loud and clear. Despite physical distancing measures being in place, our key targets for this campaign remain the same:

1. **National-level decision makers**: this can include your local MP, Boris Johnson MP (Prime Minister), Rishi Sunak MP (Chancellor of the Exchequer), Elizabeth Truss MP (Minister for Women and Equalities) and their equivalents in the Shadow Cabinet, in addition to the Women and Equalities Committee. These people are targets for both social media campaigning and direct lobbying through letters and emails. This will ensure that they hear your message and know that their citizens want them to take action on gender pay inequality.

2. **Businesses and employers**: through online meetings, emails and social media actions, you can raise the issues in our advocacy letter and call on employers to take urgent action to address pay inequality in the era of COVID-19.

3. Our campaigning activity also targets the general public to raise awareness about, and visibility of equal pay issues impacting on women. We want to support more people and organisations to take action on gender pay equality.

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Want to Find Out More About Equal Pay?

We’ve produced a briefing that covers the basics of gender pay inequality, including:

- a history of equal pay in the UK
- distinguishing between equal pay and the gender pay gap
- the limitations of gender pay and bonus reporting
- the impacts of pay inequality on women and on society as a whole

Read the briefing now.
Ten Things YOU Can Do

1. Join the conference

On Friday 29th May, The Equality Trust is hosting an online interactive conference, exploring how we can get organised to finally win equal pay in the wake of COVID-19. Participants will have the opportunity to discuss the challenges of winning equal pay from a range of perspectives and begin taking action wherever they are.

Confirmed speakers include Hilary Wainwright (Red Pepper), Sam Smathers (Fawcett Society), Dr Anne Laure Humbert (Oxford Brookes University), Professor Gerardine Healy (Queen Mary University of London), Dame Moya Greene (#MeTooPay) and trade union leaders from Unite, UCU and the Royal College of Nursing.

Register your attendance and share the event online now.

2. Highlight the UK’s equal pay problem online

- Tell your colleagues, friends and social media followers that it’s been 50 years since women won the right to equal pay!
- Share our latest video, graphics and template tweets on social media.
- Find out how much income you could potentially lose over the course of your lifetime, as a result of the gender pay gap at your company.
- Sign up to our campaign mailing list.
- Join the conversation online using the hashtag #EqualPay50, and remember to tag relevant businesses and politicians.
- Follow The Equality Trust on Facebook, Twitter, Instagram, YouTube and LinkedIn.
- Let us know if you’re doing anything for the anniversary that you’d like us to share on our channels!

3. Amplify women’s experiences of pay inequality

- Share our brand new interactive website, www.50women.org.uk, which will be going live on Friday 29th May.
- Contribute your own insights or personal experience of pay inequality to the 50 women 50 years campaign.
- Write a guest blog on gender pay inequality for our website. Get in touch to submit your guest blog.
4. Ask your trade union to pass a motion for equal pay

Use our template trade union motion to commit your union branch/committee to work with The Equality Trust to survey its members and identify any instances of unequal pay.

If you’re not already a member of a trade union, now is the time to join! Find out what union is best for you. Being an active member of a trade union is one of the most effective ways to take action against pay inequality. Unions help workers get together, get a better deal from their employers and they stop people being treated unfairly. By getting involved with your union at work, you can ask your union and colleagues to press for measures to address unlawful, unequal pay and build collective power.

5. Take action at your workplace

- Ask your employer to commit to exploring the organisation’s data on gender pay equality: use the template for large employers (250+ employees) or the template for small/medium employers (less than 250 employees).
- Want to be taken more seriously? Ask your colleagues at work to sign the letter before taking it to your employer.
- Share your letter on social media, tag your employer and get colleagues to retweet the letter to put pressure on your employer to respond.
- Ask your male colleagues if they would pledge to discuss their salaries with women doing the same or similar work who suspect they may be being paid less. Get each person to take a photo with their pledge and share these on social media, tagging in your employer.
- You can also organise a lunchtime discussion over Zoom with your colleagues. We can provide you with a presentation and speaker’s notes.
- Please let us know what you have planned and we can support you in your discussions with your employer.

6. Email or tweet your MP

Use our online tool to send an email to your local MP, asking them to take action to end unlawful gender pay inequality.

7. Write a letter to local press

Write to your local newspaper/s, highlighting the 50th anniversary of the Equal Pay Act and adding your own thoughts on gender pay inequality today. We’ve created a template letter for you to use.

8. Join the call to give women the #RightToKnow

Sign and share the Fawcett Society’s petition to give women the legal right to know if they are being paid less than a male colleague for doing equal work.
9. Take action at your university

- Organise an online event: you could host a Zoom screening of Made in Dagenham (available on Netflix and Amazon Prime), followed by a panel discussion with relevant academic staff or other guest speakers.
- Deliver our training module for women students on negotiating pay in the workplace (we can help). We’d love to discuss your ideas with you - please get in touch if you want any support!
- Ask your students’ union to promote the #EqualPay50 campaign online. Many students’ unions have a Women’s Officer, Equality and Diversity Officer or Welfare/Wellbeing Officer who can support you with this. We’ve created a template email to help with this.
- Contact the University and College Union (UCU): Contact your university’s UCU branch to ask them to pass our trade union motion, and ask them what action they are taking to secure equal pay for university staff.
- Email your VC: Coordinate with students and staff on campus to email your university’s Vice-Chancellor about fair pay. Use our template letter to get started.

10. Access free legal advice on equal pay

Do you think you might be experiencing unequal pay at work as a result of your gender, ethnicity or disability? Or have a friend, family member or colleague facing this?

You can access free support from a range of organisations that can help you to resolve an equal pay dispute in your workplace:

- **Your trade union**: if you are a member of a trade union, speak to them for advice as they will have expertise in this area.
- **Your local Citizens Advice or Law Centre**.
- **Fawcett Society** can offer legal advice support for women earning under £30,000 per year and who do not have access to legal advice.
- **Pay Justice** works in partnership with UK law firms to run no-win, no-fee equal pay claims for in-store workers in the retail sector.

**Share your successes**: It’s vital that we collect, share and celebrate all of our activities. This will help to demonstrate our rising power as a collective to the media, supporters and policymakers. We encourage everyone participating to take at least two good photos of your activities so that these can be showcased on our social media channels and website. Please tag us on social media to let us know what you’re up to!

**NB**: We are aware that for many people it is a very difficult and busy period. Please note that if you’re unable to take part in our 50th anniversary activities, there will be plenty of opportunities in the near future to get involved, including Equal Pay Month this November. Make sure you are signed up to our #EqualPay50 mailing list to be kept informed about the campaign. We are in this for the long-haul!
Campaign Resources

**Template Letters/Emails**
- Email to large employers (250+ employees)
- Email to small/medium employers (less than 250 employees)
- Email to your MP
- Letter to local press
- Email to your university Vice-Chancellor
- Email to your students' union
- Trade union motion

**Social Media and Visuals**
- 50 women/50 years online gallery
- Template tweets
- Social media graphics
- 50th anniversary campaign video (available to download and on YouTube)

**Other Online Resources**
- Get free advice on a potential equal pay dispute at your workplace
- Join a trade union
- Fawcett Society petition: give women the #RightToKnow
- Use our “equal pay calculator” to calculate your potential lifetime earnings loss
- Join the #EqualPay50 mailing list

**Find Out More About Pay Inequality**
- From Pin Money to Fat Cats: Pay Inequality in the FTSE 100
- The Gender Pay Gap and Pay Discrimination – Explainer
- What is equal pay? – BBC News
- Latest 2019 ONS statistics on the gender pay gap
- Equality and Human Rights Commission: the ethnicity pay gap
- Women and Equalities Committee: 2016 gender pay gap inquiry
- Gender Pay Gap by Ethnicity in Britain – Briefing
- Fawcett Society's Equal Pay Bill and #RightToKnow campaign
- Women's Budget Group: Crises Collide – Women and Covid-19
- Women's Budget Group: Spirals of Inequality – How unpaid care is at the heart of gender inequalities
References

1. ONS (2019) *Gender pay gap in the UK: 2019*
3. BBC (2019) *Gender pay gap progress disgracefully slow, says charity*.
5. Queen Mary University of London (2020) *New report reveals the stark impact of the coronavirus pandemic on parents and key workers*.
14. Turn2us (2020) *Coronavirus pandemic widens the gender gap*

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