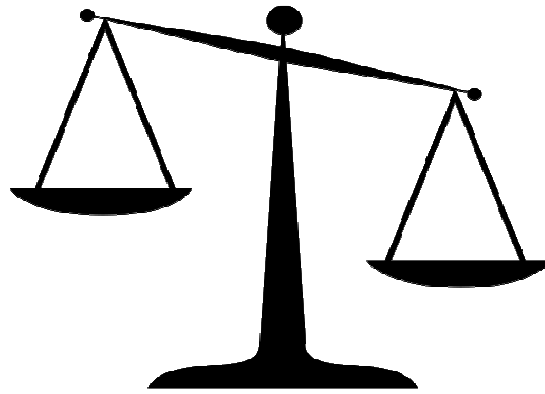


 THE EQUALITY TRUST



Make My Council Fair

#FairCouncil



**Tackling Inequality & Poverty
Where You Live**

We all have a council – so we can all make a difference!

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SECTION A – ABOUT THE CAMPAIGN

What's the issue?

The UK is one of the most unequal developed countries in the world and we know that this is bad for all of us - our families, our communities and the wider UK (please see our detailed evidence on inequality at: <http://www.equalitytrust.org.uk/about-inequality>).

The UK's extreme inequality can sometimes seem too large and daunting to tackle but, in fact, everyone can take effective action to make their communities and the UK as a whole fairer and better. One very effective way to achieve this is to make your local council fair.

Everyone has a local council and they are hugely influential in terms of their total spend, the numbers of people they employ (directly or indirectly) and the procurement decisions they make about goods and services. In 2014, local government in England alone:

Spent £134.9 billion which accounted for 24% of total government expenditure
Employed 1.6 million full-time equivalent staff
Spent £56 billion on directly employed staff
Disbursed £57 billion on procurement of which £27 billion went to external contractors
Operated a pension scheme with a market value of £167 billion

In Scotland, Wales and Northern Ireland local government spends billions of pounds each year and is a major employer in all three of the devolved nations. Scotland's local government budget for 2013-14 was £15.3 billion and Wales' projected expenditure for 2015-16 is £7.8 billion - and Northern Ireland's local government pension fund, alone, is valued at approximately £5 billion.

Councils are also influential in terms of their ability to promote policies across their areas that tackle inequality and poverty as well as acting as a beacon of best practice on matters relating to fair pay practices. And local government looks set to become much more influential in our lives rather than less as all the main political parties seem keen on devolution and localism.

It is in this context that we need to make sure that local government becomes a major force for inequality reduction in the UK. This is why we are launching *Make My Council Fair* which aims to make councils accountable to their local communities by enabling people to lobby their councils to take practical action to reduce inequality and poverty in their areas.

We already know that local action on inequality works. Our wonderful supporters and local groups have already scored some major successes in terms of persuading councils to adopt the living wage, to set up fairness commissions and even trim the pay of council chief executives. And with your help we can do even more, in a systematic way, across the UK.

Who is this campaign pack for?

As we all have a council we can all make a difference, so this campaign is for everyone. An individual can use the pack to start campaigning but we think people will find it much easier, more effective and much more fun to campaign with other people. The Equality Trust has a growing number of affiliated equality groups across the UK and they can be found here: <http://www.equalitytrust.org.uk/get-involved/take-action/local-groups/uk-equality-groups>

If there is no group near where you live, please get in touch with Bill Kerry (our Supporters & Local Groups Manager) at bill.kerry@equalitytrust.org.uk and he will help you get started – and he may be able to put you in touch with like-minded people near where you live.

How will the campaign work?

As with any campaign, the key is to galvanise widespread support behind what you want to achieve in order to convince those with power to make the necessary changes. So we recommend the following approach:

Recruit your allies: in **Appendix A** we have provided a checklist of people and organisations that you may want to consider asking to support your campaign. You can probably think of others. Wherever possible, resources permitting, we recommend face-to-face contact as the best way to convince people to get on board with the campaign.

Find out the facts: in **Appendix B** you will see a suggested initial letter to send to the council from you and your newly recruited allies asking about the council's current practices in tackling inequality and poverty. As there are quite a lot of questions we recommend that you allow the council 20 working days to respond (which is the norm for a Freedom of Information request for example).

Make the asks: once you have assessed your council's response to the initial letter you will need to decide what your asks are going to be, whether you are going to pursue all of them, some of them or which ones you will prioritise. It is imperative that you remain polite and constructive at all times. The quickest way to get the council to disengage with you is to adopt an aggressive tone (please see Section C on engaging with your council).

Celebrate your successes: where the council agrees to act in response to your asks make sure you celebrate this and report it via local media, social media and any other outlets, eg: community newsletters and via your own personal networks. And please tell us at The Equality Trust as we will be collating all the advances made all over the country into a central database. Just contact Bill Kerry at bill.kerry@equalitytrust.org.uk to let us know.

Build the campaign locally: where the council is resistant to implementing any of the asks you will need to campaign to grow support for them. This involves reaching out into your community and working via petitions, stalls, local and social media and any other way you can think of to grow the clamour for the changes you want the council to implement (please see Section D on building support locally).

How long will the campaign last?

The Equality Trust intends to run this campaign for at least the next five years to cover the full cycle of local elections occurring before the next general election in 2020. Local elections are a great opportunity to advance these asks and maximise the chances of positive changes being made. The Electoral Commission regularly updates its timetable for upcoming elections and you can track this here: <http://bit.ly/1jN6tcU> to see when they will be held in your area.

Please bear in mind that success in this campaign is likely to be incremental and you should not be disheartened if progress seems slow. Each policy that your council enacts in response to your campaigning will be a valuable contribution to tackling inequality and poverty in your area – and will, in turn, contribute to improving the quality of life in the UK as a whole.

SECTION B – FINDING OUT THE FACTS

How fair is your council?

We have researched some key areas over which councils have power to make a difference with regard to inequality and poverty. These are set out in tables on the next few pages in the form of questions that you can ask of your local council.

While this set of questions covers very important areas we do not claim that it is a fully comprehensive list of things that councils can do to affect inequality and poverty. Situations will vary from council to council and there may be things you know about your local area and your local council that will enable you to ask additional questions that can address issues of inequality and poverty where you live.

Which council?

There are many different levels of local authority ranging from parish councils to district councils, to town and city councils right through to metropolitan and county councils – or you may live in a unitary authority or a town or city with an elected Mayor.

If you are campaigning as an individual, we would recommend that you campaign to influence the council that levies your council tax since this immediately gives you legitimacy in calling the council to account.

If you are working as part of a group, possibly with members drawn from different council areas, you may have a choice to make about which council to target or you may decide to target more than one council but in a co-ordinated way.

If your group is faced with a choice of councils to approach, we recommend that you choose the one that has the most power to affect the largest number of people's lives. Alternatively, you might choose one that you think is more amenable to taking action on inequality and poverty – or one that has a poor record that needs improving.

The choice is yours...

Which issues?

You will need to decide whether you are going to ask all of the questions or just some of them – or maybe all of them but with some prioritised ahead of others. Strategic and tactical flexibility will be essential. As your campaign progresses it will soon become clear which are the easier and harder issues for the council to deal with and you will need to adapt your approach accordingly.

We have analysed a broad range of issues which councils have the power to affect and divided them into those related to pay, those not related to pay and those that are a matter of asking the council to use its influence in the wider community to promote policies and practice that tackle inequality and poverty. We also want to retain an element of flexibility and we positively encourage you to tackle issues that may be specific to your area and which you believe your council can address to tackle inequality and poverty locally.

TACKLING INEQUALITY THROUGH PAY		Notes
LOW PAY		
1	What proportion of the council's directly employed staff is paid the living wage or above?	1
2	What proportion of the council's contractors (or contractors working on council services) is paid the living wage or above?	
3	Are council-employed apprentices paid at the general adult minimum wage (or above) rather than the lower apprentice minimum wage rate?	2
HIGH PAY		
1	Does the council pay their chief executive in the top 25% of similar councils?	3
2	If yes, does the council plan to reduce this pay when there is next a change in office-holder?	4
PAY RATIOS		
1	Does the council publically disclose their pay ratio? <ul style="list-style-type: none"> - If so, what is it? - Does the council have a plan to reduce it? - Do they have a record of reducing it? 	5
2	Does the council have a policy to consider income inequality or pay inequality as a social value clause in awarding contracts?	6

Notes:

1. The national living wage rate as recommended by the Living Wage Foundation is £7.85 per hour outside of London and in London it is £9.15. We want councils to pay at least these rates. A council may say it's paying a "local living wage" which is at least better than minimum wage but we want people to push for the Living Wage Foundation rates. We also want councils to apply the living wage to all their staff that should be on it – not just new joiners.
2. Apprentice minimum wage rate = £2.73. National minimum wage rate = £6.50.
3. The 75th percentile (and so the top quarter) starts at: £115,912 for District councils; £168,483 for Unitary authorities; £189,300 for Metropolitan Borough councils; £189,440 for London Borough councils; and £194,603 for County councils.
4. It should be noted that it is not possible to change people's pay in mid-contract.
5. Please ask the council to disclose either their top-to-bottom ratio or their top-to-median ratio (or both). Please then submit the ratios to the Pay Compare website at: <http://www.paycompare.org.uk>
6. Councils can insert social value clauses into contracts such that the contractor is obliged to have regard to social factors in the work they perform for the council, eg: pursuing environmental good practice. Inequality could be added as such a clause. For more information on how outsourcing to companies with large pay ratios aggravates inequality, see: <http://www.equalitytrust.org.uk/resources/our-publications/subsidising-unfairness>

TACKLING INEQUALITY OTHER THAN BY PAY		Notes
POLICY		
1	What percentage of their Local Welfare Assistance Fund has the council spent?	1
2	Does the council have a strategy to tackle food poverty, fuel poverty and funeral poverty?	2
3	Does the council have a 20mph speed limit in residential areas? - If so, what has the council has done to encourage compliance?	3
4	Does the council disqualify contractors who have engaged in trade union blacklisting?	4
5	Does the council have a redistributive scheme like Islington Giving: http://www.islingtongiving.org.uk/ ?	5
GOVERNANCE		
1	Has the council set up a Fairness Commission or equivalent? - Do they have any plans to do so?	6
2	Is tackling inequality a priority in the council's budget decision-making process? - If so, what is the process?	
3	Is there a senior officer and/or cabinet member from the council designated to address inequality? - If so, who is it? - And what do they do?	

Notes:

1. Many councils haven't spent these funds, so make sure yours does - see: <http://bit.ly/PmteYe>
2. Food and fuel poverty are often covered in the media but funeral poverty is also a growing and often overlooked hardship for many. See the Quaker Social Action website for more details: <http://www.quakersocialaction.org.uk/Pages/Category/funeral-poverty-campaign>
3. Road traffic casualty rates exhibit a steep social gradient with more disadvantaged areas showing higher rates compared to more privileged areas - please see: <http://www.20splentyforus.org.uk/> and this <http://www.whatonechange.co.uk/adopt-a-20mph-speed-limit-in-residential-areas-danny-dorling/> Councils can work with other agencies to encourage compliance – see: [http://www.20splentyforus.org.uk/BriefingSheets/20mph is a Multi Agency Win.pdf](http://www.20splentyforus.org.uk/BriefingSheets/20mph%20is%20a%20Multi%20Agency%20Win.pdf)
4. Higher rates of trade union membership are associated with more equal societies so we want to discourage councils from using contractors that blacklist trade unionists.
5. Any such schemes need to be checked to ensure they are properly progressive and target donations from wealthier people. Otherwise, as tends to happen, a purely charitable scheme will see those on modest incomes giving more as a proportion of their income than richer people.
6. Fairness Commissions have been set up all across the country and have done much good work in tackling inequality and poverty issues – for a fuller assessment please see this report: <http://www.webbmemorialtrust.org.uk/uncategorized/civil-society-and-poverty/>

TACKLING INEQUALITY THROUGH AMBASSADORSHIP		Notes
1	Does the council act as an ambassador for the living wage to local business?	1
2	Does the council use its pension funds for shareholder activism to reduce high pay and tackle low pay in the companies it invests in?	2
3	Does the council ban payday loan companies from appearing on council advertising spaces?	3
4	Does the council make it possible for council staff to use credit unions via their payroll function?	3
5	Does the council support credit unions through other mechanisms, eg: giving a deposit to council tenants?	3

Notes:

1. Is your council actively and visibly involved in promoting the living wage to all employers across their area? Ask to see proof from the council of what they do in this regard.
2. Council pension funds will almost certainly hold shares in many companies. Councils can use their pension funds to lobby for inequality reduction within those companies. Although pension funds have a duty to maximise returns for its members it is perfectly reasonable to argue that companies with more equal pay structures are more productive and sustainable and are therefore better placed to meet that duty in the longer term.
3. Personal debt is a major factor in entrenching poverty amongst those on lower incomes. The council can take concrete action to direct people away from payday loan companies that charge very high rates of interest and towards credit unions which do not. To find your nearest local credit union(s) just visit this site: <http://www.findyourcreditunion.co.uk/home>

TACKLING INEQUALITY YOUR OWN WAY
<p>We are aware that issues and priorities will vary from place to place and council to council.</p> <p>So, in addition to the above asks, there will probably be other issues relating to inequality and poverty in your area that you will want to address with your council.</p> <p>We positively encourage everyone to campaign for changes that (a) will have a positive and verifiable impact on inequality and poverty and that (b) are within the gift or influence of the council to affect.</p> <p>For example, the Glasgow Equality Group campaigns to preserve a key green space in the city. Access to wild play spaces are known to have a positive effect on child learning and development which, in turn, will improve educational chances for children – especially those from poorer backgrounds who often have less chance to access such spaces. For more on their campaign, see this blog here by Emily Cutts from the group: http://www.equalitytrust.org.uk/unlevel-playing-fields-how-inequality-deprives-children-green-spaces</p>

SECTION C – ENGAGING WITH YOUR COUNCIL

Writing to your council

We recommend that you write to the Chief Executive and copy in the Leader of the council who will be an elected councillor (or to the elected Mayor if you have one). A sample letter is attached at the end of this pack in **Appendix B**.

Arguments to use with your council

Once you have the council's response to your questions you will then want to formulate your asks. It is very unlikely that your council will just acquiesce to these. Negotiations, possibly protracted, will likely be required in order to make advances but there are some very strong arguments in favour of councils working to tackle inequality and poverty, for example:

The financial case: a better resourced local population will spend more money locally and rely less on council services. Council staff (whether employed directly or by council contractors) will be more productive on the living wage, have lower levels of absenteeism and sickness and have a lower rate of turnover. For more evidence on this see the Living Wage Foundation website here: <http://www.livingwage.org.uk/>

The local pride case: put simply, local people are worth it. It is they who make up the community that the councillors serve and they will want to see their community thrive rather than struggle and be well regarded rather than looked down upon.

The moral duty case: tackling inequality and poverty is a councillor's duty as they are the custodians of their area. It is their responsibility to ensure that, as far as it is in their gift, their constituents live in a decent community that is not scarred by inequality and poverty. It will be useful to provide hard-hitting case studies and statistics of inequality and poverty in the local area to back up this case. Your local press may well report many examples.

The pragmatic case: or if you prefer "the voters' case" – i.e. the constituents will like to see their council bearing down on inequality and poverty and these good news stories will do the councillors' re-election chances no harm.

Maintaining dialogue with your council

This campaign will involve you in negotiations with key decision-makers at the council. Things may move very slowly and you will need to keep calm and make sure all dialogue, whether written or verbal, is constructive, courteous and not confrontational. Here are some pointers to bear in mind:

1. Research the topic thoroughly: starting with the responses from the council to the asks, you should seek to find out as much information as you can about how the council arrives at its decisions, the financial constraints it is operating under and what scope there is for changing the way they think about the issues.

2. Consider the motivations of the decision-makers: councillors and council officials will be pretty much like everyone else and will have the same sorts of interlocking and overlapping motivations that most people have, so to a greater or lesser degree they will want:

1. To be liked (or at least not to be disliked)
2. To make a difference to people's lives
3. To be successful in terms of delivery and achieving value for money
4. To do the right thing and feel good about themselves
5. To help their own career development.

All these factors should be borne in mind when negotiating with the council and your arguments should be informed by a consideration of these motivations.

3. Build trust and relationships: armed with knowledge of the subject area and considerations of the personal motivations of the relevant decision-makers, it is then possible to build relationships of trust and understanding that can lead to new thinking and the possibility of significant policy shifts.

Presenting your case to a council meeting

Members of the public can usually ask questions at open council meetings that are held regularly, often monthly.

Most councils will have a department entitled something like "Democratic Services" and you should contact them for advice on the process for asking a question. You can also contact your own councillor for further advice on what to do and what to expect. You will be notified by the relevant council department if your question has been accepted and that you can read it out at the next open council meeting.

Full council meetings can often be quite formal and rather daunting events, especially if you are not used to public speaking, but just remember that councillors are there to serve you and you have every right to ask a question.

It may well be that there will be a word limit imposed on your question, say 50 words, and it is best to find this out up front rather than be cut off in mid-flow. This means that you will have to decide which of the particular asks you want to present in this way as you may not have enough words to present more than one or two.

You can read here about what happened when Pam Remon from the Bromley Income Equality Group presented a question to her local council:

<http://www.equalitytrust.org.uk/small-revolution-bromley>

SECTION D – BUILDING PUBLIC SUPPORT LOCALLY

The bigger and broader your campaign is, the more likely it will succeed. Therefore it is important to reach out to the local community from the start in order to build support. There are many ways to do this.

Hosting a public meeting

This is easier than you might think. Here's a quick checklist to help you get started:

Before the event:

- Identify your theme for the meeting and your objectives (what you want to happen)
- Set a date at least a month in advance to give yourself time to publicise the meeting
- Book an easily accessible venue (nb: availability of venue will affect the date you choose)

- Make sure everyone in your group has a job to do so they feel invested in the meeting
- Prepare a basic flyer to publicise the meeting (see example in **Appendix C**)
- Copy as many leaflets as your group can afford (black/white is much cheaper than colour)
- Plan where and how you are going to distribute your leaflets to gain maximum attention (eg: libraries, churches, shops, cafes, community centres, rail stations, post offices etc)
- Let the local media and radio stations know about the meeting
- Use social media such as Facebook, Twitter (use local hashtags) and local online forums
- Ask group members to talk to people they know (personal contact is a powerful tool)
- Don't forget the practicalities, eg: any audio-visual and catering requirements (if needed)

On the day and at the meeting:

- Revisit your objectives for the meeting and what you really want to get from it
- Check audio-visual and catering arrangements again, set up any presentations in advance
- Collect people's names and email addresses at the start of the event, but remember to...
- Tell people that you intend to add them to your group's mailing list
- Tell people who've attended when your next group meeting will be
- Have a list of what you would like people to do after the meeting and ask for volunteers

Afterwards:

- Publicise the results of the meeting to participants, local media and via social media
- Invite people who are on your mailing list, but couldn't attend the meeting, to take action
- Draw up an action plan for the next steps in the campaign in light of the meeting

Engaging with local media (and using social media)

To raise awareness about your campaign it will be important to contact local media and also use social media. Here are some tips.

Identifying local media:

1. If you don't know any local media, the simplest first step is a Google search with the name of your nearest town or city and the word 'paper'. Many will now have their own website and this is likely to be your best route to contacting them. You should also be able to find your local radio stations and BBC TV with similar searches.
2. Once you've identified the paper, your next step is to identify the best person to contact. In most local newspapers, there will be a small staff. The best contact therefore is likely to be the general news desk. Most websites will contain a 'contact us' section either at the very top or very bottom of their homepage. This will normally have a general email that starts with news@ or editorial@, along with a central number.
3. Before sending an email or calling the paper, it's worth checking if any of the staff have previously discussed inequality or poverty issues. Also, think about what it is they will want to know (see the TRUTHS acronym on page 12). If you are calling, it's worth asking to be directed to the member of staff who has written on your subject. If emailing, it is worth referencing that you know X has written about Z previously. In doing so you show you are a regular reader, or at least follow their articles.
4. A final consideration is what day of the week and time you want to contact them. Ideally you do not want to contact them on deadline day, when they will be most busy.

If the paper is published weekly, you may want to approach them the day after publication, as journalists will be looking at new stories for next week. You will also want to approach them in the morning, ideally by 10am.

Contacting local media:

1. Journalists are busy people but they will listen to you. If you are happy to call them then let them know who you are, where you're calling from (if representing a group or organisation) and that you have a story you're hoping they'll have 5 minutes to listen to. If they are busy, ask them what time of day and day of the week is normally best to contact them or send them press releases. This kind of information could be invaluable for next time, note it all down.
2. If you know some journalists already then ring and tell them about your story briefly. You'll probably still need the press release to send them afterwards.
3. Leave plenty of time, a good week's notice is appreciated by local media. This is important for weekly papers that, otherwise, might miss it completely. Radio and TV stations will have a news planner, so if they like the story they'll add it to that.

Writing a press release:

If you'd rather email a journalist than call them, make sure your email says who you are, explains as succinctly as possible why you are contacting them, and invites them to email or call you if they are interested in your story or attending your event etc. Also, do include a press release to summarise your story. A few basics for writing a good press release include:

1. Make it as accessible as possible: you want to make it as easy as possible for them. So keep it short, snappy, exciting, easy to read, and make it very obvious what it's about.
2. The title and first sentence are vital: if the journalist hasn't worked out what you're talking about and why they should care by then, they're unlikely to read on. Consider what might make a good headline in the paper. Your title needs to make it very clear what the story is and your first sentence needs to give all the relevant information. A press release is essentially an inverted pyramid with the most important details at the top.
3. Keep it short: always less than a page - the quicker you can get across all the relevant information the better.
4. Keep it factual: opinions should be restricted to your quote (see next point).
5. Include a quote: say who it's by, what their position is within the organisation (if appropriate) and make sure it's short and self-contained, and definitely no jargon or acronyms. Read it back – does it sound natural, like someone would actually say it, and is it something others would understand?
6. Include contact details: So journalists can follow up with you easily (a sample initial press release for this campaign is attached in **Appendix D**).

7. Follow up: don't be disheartened if you don't hear back, just follow up, the journalist won't mind.

What to consider when pitching your story:

If you have a new or unique event, or a local petition, or any other specific story, it's likely you'll need to think about how to make them 'newsworthy' and how to match what you want to convey with what the journalist wants to know. Journalists will be looking for a number of things when considering a story, so consider the following:

1. They're looking for news, not opinion: this could be an event or a report launch for example. A press release that just says 'group condemns ****' won't go very far.
2. Just because you think it's important doesn't mean they will: journalists will get hundreds (literally) of press releases every day, and each one will consider their bit of news exceedingly interesting. It's up to us to stand out from the crowd by making it clear why our news matters to the journalist and the reader. Try showing your press release to someone who isn't part of the campaign at all – do they find it interesting? Can they imagine reading it in the paper?

A useful way to remember what journalists want is through the **TRUTHS** acronym. Do not worry about meeting every requirement, but it is worth using this to think about whether you are meeting their agenda:

TROUBLE	The media likes conflict – eg: a disagreement with the council over one or several of your asks.
RELEVANT	Will the readers/viewers care? Is it specific to the local audience or area, does it affect local readers in a specific way?
UNUSUAL	News should be a surprise. Large numbers, firsts and lasts. Perhaps your event is the first of its kind in your area? Or your story is somewhat counter-intuitive. How is your story different?
TOPICAL	Journalists like stories they can link to existing stories and forthcoming events. Are you holding an event in response to something recent, or in advance of an important local event?
HUMAN	The people element is also important to journalists. Who is affected and what will happen to them? Local celebrities, photo-opportunities and human interest stories all work well.
SOLUTIONS	Some media like to hear answers to problems and challenges.

Social media

- Being on Facebook and Twitter will help: ask everyone in the group to invite their friends to follow / like your page.
- Use local hashtags: follow the Twitter accounts for local news outlets.
- Use Twitter to ask the council or councillors questions.

Local radio phone-ins

Local radio stations have phone-in shows on various topics, of which many will be in some way connected to inequality (eg: the economy, education, crime, health etc). You can use the opportunity to say that local councils can play a significant part in reducing inequality.

Organising a petition

Petitions are a useful way in which a group of people can make their views known. They can show strength of opinion, influence decision-making and increase awareness. They are also vital for growing your activist list. A sample petition for this campaign can be found at **Appendix E**. And here's a short checklist for when you're organising your petition:

Getting signatures:

- Before starting the petition make sure you know the council's process for accepting it
- Choose events and locations where lots of people pass by and are likely to stop
- Have as many volunteers as possible to collect signatures and contact details
- Remember to discuss the issues with people – don't just collect their signatures
- Ask people if they are happy to be on your mailing list and receive occasional updates
- Consider producing a briefing sheet for volunteers so they can answer queries
- Consider producing a campaign flyer to give to people who sign up
- Give people an indication of when the petition will be presented

Submitting the petition:

- Follow the council's procedure for submitting the petition
- If you are posting or handing in the petition, include a covering letter with full contact details of a member of your group who can be contacted for further information
- Get the name of the person at the council who will be responsible for dealing with it

Please note: some councils will offer an online e-petition service which may well make things easier. There are also many free online petition tools that you could consider using.

Running a stall

If you are organising a petition, you might want to run a stall as well and here's a quick checklist that may be helpful:

Before the day:

- Choose events and locations where lots of people pass by and are likely to stop
- Get permission for the stall from any relevant authority (council, market inspector etc)
- Consider likely interest – this will help you decide how much material you need
- Choose what materials to distribute – and consider how you are going to transport it all
- Get a folding table with a handle
- Prepare your argument – know what you are going to say and practise it on friends

On the day:

- Prepare for all weather conditions
- Bring change if you're selling materials as well as pens, paper and a cash tin
- Know what you're going to do with any remaining material
- Make your stall attractive to passers-by
- Get out in front of your stall and talk to people
- Make sure you collect people's names and email addresses if they are interested
- Make a point of inviting people to your next meeting or event

At the end of the day:

- Tidy up!
- Plan something social afterwards – keep it fun and invite any interested people along.

SECTION E – OTHER USEFUL INFORMATION

In this section we list some useful links to information that you may find helpful in your campaigning. We will endeavour to update this from time to time with new material that emerges as the campaign progresses.

If you come across useful information during the course of your campaigning that you think can help people across the UK with this campaign, please let us know and we will add it.

Reports from The Equality Trust

A Divided Britain? – Inequality Within and Between Regions
(including a “how to” guide to accessing local inequality data)

<http://www.equalitytrust.org.uk/divided-britain-inequality-within-and-between-regions-0>

Subsidising Unfairness:

How outsourcing companies use of taxpayers’ money increases inequality

<http://www.equalitytrust.org.uk/resources/our-publications/subsidising-unfairness>

Local Government information

Local Government Association (England) www.local.gov.uk/

Welsh Local Government Association www.wlga.gov.uk/

Convention of Scottish Local Authorities www.cosla.gov.uk/

Northern Ireland Local Government Assoc. www.nilga.org/

Local Economic Development & Alternative Economic Strategies / Other Business Models

Centre for Local Economic Strategies <http://www.cles.org.uk/>

My Community <http://mycommunity.org.uk/>

Co-operatives UK <http://www.uk.coop/>

Social Enterprise UK <http://www.socialenterprise.org.uk/>

Mutuo <http://www.mutuo.co.uk/>

APPENDIX A - Checklist for recruiting local allies (in no particular order)

Sympathetic councillors

These may be councillors you know personally or those that have a track-record of speaking up on inequality and poverty issues.

Constituents

There are many ways to reach out to local people including: petitions, stalls (a regular town centre presence is ideal), via public meetings and using local and social media (see below).

Community leaders & Community groups

Consider your own group members and who they may already know in the community. Otherwise, we recommend drawing up a list of people to contact and working through it.

Political parties

Consider your own group members who may already be members of certain parties. Otherwise, best to draw up a list and work through it. It is important to remain non-partisan and not support or oppose any particular party. Seek as broad a political support as you can.

Local media (and also social media)

Devise a media strategy to raise the campaign's profile in the local media and cultivate a friendly or interested journalist or two. Identify and use social media forums relating to the local area. Start your own social media sites/pages if there is an obvious gap.

Local employers

Approach local Chambers of Commerce, Federation of Small Business and other business forums as well as any major local employers. Consider your own group members who may already be members of certain business groups.

Faith groups

Check for ecumenical or umbrella organisations in your local area, eg: Churches Together. Quakers are also very pro-equality and should be approached. If there are no broad forums, draw up a list and approach the faith groups individually.

Trade unions

Check for umbrella groups like a local Trades Council. If there are no broad forums, draw up a list of unions and approach them individually.

Co-operatives

Again, check for umbrella groups eg: the local Co-operative Party or an active co-op regional branch. If there are no broad forums, draw up a list of local co-ops and approach them individually.

Student groups

Approach local universities and colleges and maybe schools as well. Use their websites to target certain groups, eg: political parties, People & Planet groups, Living Wage campaigns and consider social media forums especially.

AND REMEMBER - nothing beats face-to-face contact. So invite people to your group meetings and go to their meetings. Never miss an opportunity to meet potential allies!

APPENDIX B - Sample letter to your council (plus asks on next page)

Dear [Chief Executive / Elected Mayor]

Make Mugsborough Fair!

I / We would like to ask the council to use the full extent of its powers and influence to help reduce inequality and poverty in Mugsborough.

[include your own evidence of inequality and poverty in the local area here including specific examples and statistics where possible – also see the Other Useful Information section of this pack, especially The Equality Trust’s regional inequality report and the associated “how to” guide on accessing local data]

Evidence from The Equality Trust (www.equalitytrust.org.uk) shows that the UK is one of the most unequal countries in the developing world which is bad for all of us. By using its powers and influence for fairness, the council can make both Mugsborough and the UK a better place in which to live.

As a starting point, there are some questions (overleaf) which I / we should be grateful if you would answer. I / we would like to come and meet you to discuss these and I / we would be grateful if you could advise us of a date and time that would be suitable for you.

Many thanks for your attention to this matter.

Yours sincerely

[name / group name]

[And list all of your allies and co-signatories here]

Copy: [] Leader of the Council / Other relevant person(s)

APPENDIX B (continued... the asks)

TACKLING INEQUALITY THROUGH PAY

LOW PAY

1. What proportion of the council's directly employed staff is paid the living wage or above?
2. What proportion of the council's contractors is paid the living wage or above?
3. Are council-employed apprentices paid at the general adult minimum wage (or above) rather than the lower apprentice minimum wage rate?

HIGH PAY

1. Does the council pay their chief executive in the top 25% of similar councils?
2. If yes, does the council plan to reduce this pay when there is next a change in office-holder?

PAY RATIOS

1. Does the council publically disclose their pay ratio?
 - If so, what is it?
 - Does the council have a plan to reduce it?
 - Does the council have a record of reducing it?
2. Does the council have a policy to consider income inequality or pay inequality as a social value clause in awarding contracts?

TACKLING INEQUALITY OTHER THAN BY PAY

POLICY

1. What percentage of the Local Welfare Assistance Fund has the council spent?
2. Does the council have a strategy to tackle food poverty, fuel poverty and funeral poverty?
3. Does the council have a 20mph speed limit in residential areas?
 - If so, what has the council has done to encourage compliance?
4. Does the council disqualify bidders who have engaged in trade union blacklisting?
5. Does the council have a redistributive scheme like Islington Giving?
See here for more details: <http://www.islingtongiving.org.uk/>

GOVERNANCE

1. Has the council set up a Fairness Commission or equivalent?
 - Does the council have any plans to do so?
2. Is tackling inequality a priority in the council's budget decision-making process?
 - If so, what is the process?
3. Is there a senior officer and/or cabinet member from the council designated to address inequality?
 - If so, who is it?
 - And what do they do?

TACKLING INEQUALITY THROUGH AMBASSADORSHIP

1. Does the council act as an ambassador for the living wage to local business?
2. Does the council use its pension funds for shareholder activism to reduce high pay and tackle low pay in the companies it invests in?
3. Does the council ban payday loan companies from appearing on council advertising spaces?
4. Does the council enable council staff to use credit unions via their payroll function?
5. Does the council support credit unions through other mechanisms, eg: giving a deposit to council tenants?

MUGSBOROUGH EQUALITY GROUP

www.equalitytrust.org.uk

PUBLIC MEETING

TOPIC: HOW CAN WE MAKE MUGSBOROUGH FAIRER?

VENUE:

DATE:

TIME:

SPEAKERS:

WITH DISCUSSION TO FOLLOW

WHAT'S THE ISSUE?

The UK is one of the most unequal countries in the developed world. This huge inequality damages you, your family and your community. But we can make a difference by tackling inequality and poverty where we live, right here in Mugsborough.

We are supporting The Equality Trust's *Make My Council Fair* campaign and we want our council to take action to make Mugsborough fair.

WHO ARE WE?

We are a group of local people who seek to raise awareness around inequality and campaign to reduce it in our local area. We are not affiliated to any political party but we are affiliated to The Equality Trust which is a national charity that campaigns to improve the quality of life in the UK by reducing inequality.

WHAT CAN YOU DO?

Come along to this public meeting and find out our plans and what you can do to help tackle inequality and poverty in Mugsborough and the UK - please bring your friends, family and colleagues. Thank you!

AND IN THE MEANTIME WHY NOT CHECK OUT...

The Equality Trust at: <http://www.equalitytrust.org.uk/>

Evidence at: <http://www.equalitytrust.org.uk/about-inequality>

APPENDIX D – Sample press release

For immediate release: **dd / mm / yyyy**

Or

Embargoed until: **dd / mm / yyyy at [insert precise time]**

New Campaign To Tackle Inequality & Poverty In Mugsborough

[name], [title] from **Mugsborough Equality Group** says:

“We are calling on the council to use its considerable powers to play its full part in tackling inequality and poverty in Mugsborough in order to improve the lives of everyone living here. On [date] we are holding a public meeting at [time]am/pm at [venue] to start a campaign to Make Mugsborough Fair and we urge everyone to come along and throw their weight behind this campaign.”

For more information and interviews with the Mugsborough Equality Group please contact **[contact name plus email and phone number]**

Notes for editors:

1. Mugsborough has *[insert key statistics and facts relating to local inequality and poverty]*
2. Mugsborough Equality Group is an independent group of local people, not affiliated to any political party, concerned about inequality and poverty in Mugsborough and the UK.
3. Mugsborough Equality Group is affiliated to The Equality Trust (www.equalitytrust.org.uk) a national charity campaigning to improve the quality of life in the UK by reducing inequality.

MUGSBOROUGH EQUALITY GROUP

WE, THE UNDERSIGNED, HEREBY REQUEST that the Council takes steps to MAKE MUGSBOROUGH FAIR by: [insert your specific campaign asks here]

THIS PETITION WILL BE HANDED
TO [name and title of intended recipient]
ON [date of hand-in if this is known]

NAME & EMAIL ADDRESS	ADDRESS (incl. postcode please)

Mugsborough Equality Group is an independent group of local people concerned about economic inequality and its effects on Mugsborough and the wider UK. We are affiliated to The Equality Trust, a national charity campaigning to improve the quality of life in the UK by reducing economic inequality. Please see www.equalitytrust.org.uk for more details.