



HOW YOU CAN MAKE THE UK
A FAIRER, BETTER SOCIETY
A Guide for Inequality Activists

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Part 1.

Foreword

Dear Friend,

Thank you for taking the time to read this guide. It is intended to help you take action to tackle economic inequality (inequality of both income and wealth) and make the UK a fairer, better place for you, your family and your community. It is a practical document, focused on those who have the power to make the UK a more equal and better country: the decision-makers, and those who, in turn, can persuade them, the influencers.

Local Equality Groups

There are many wonderful individual activists carrying out vital work across the UK tackling inequality, but we know that it's much easier and much more fun to do it as part of a local equality group. We have a network of great local groups affiliated to us across the UK and you are more than welcome to join the nearest one to you, or if there isn't one, start one up. We can help every step of the way. Just email our Supporters & Local Groups Manager, Bill Kerry, at bill.kerry@equalitytrust.org.uk and he'll be happy to help.

- UK local groups/contacts – www.equalitytrust.org.uk/uk-groups
- International groups/contacts – www.equalitytrust.org.uk/international-groups

For more information about local group work – see part 3.4 near the end of this guide (page 18).

The UK is one of the most economically unequal countries in the developed world and we know this harms all our lives in many and varied ways. More unequal societies do worse than more equal societies across a range of health and social problems, as this graph shows:



You can learn more about inequality here > www.equalitytrust.org.uk/about-inequality.

But we know that evidence and data alone are not enough to make the difference.

We have always believed that a broad social movement calling for a fairer UK is needed to bring it about – and that’s where you, your friends, your colleagues and your families come in.

“We want to give a voice to the voiceless and power to the powerless. We want those people and communities most affected by inequality and its consequences to be heard so that those in positions of power cannot ignore the demands for a fairer, better society.

With your help, we can do this.”

Whether you are new to The Equality Trust (referred to as TET throughout this document) or are already a paid-up supporter or an activist in one of our local groups, this document will help you take whatever action you are able and want to take in support of a fairer and better UK.

Whenever you are taking action, it will involve writing and talking to people, many of whom might not agree with what you are trying to achieve or might only be partially convinced. Therefore, we recommend the following tips, no matter who you are dealing with:

- **Always be polite** – the quickest way to lose someone’s interest and sympathy is to be angry, hectoring or hostile in tone. Always start with the assumption that they will want to help you in some way even if they don’t necessarily agree with you entirely. Try to find some common ground and then push on from there
- **Ask to meet people** – at the end of your initial email or letter, say that you would like to go and see them to discuss the issue further (please see suggested correspondence throughout this guide). Often, a great deal more can be achieved face-to-face than by correspondence. It also shows them that you are serious about this issue and they will very likely take more notice



Dr Wanda Wyporska
Executive Director
The Equality Trust

So we would like to thank you in advance for any and all actions that you take to tackle inequality in the UK – and we would like you to tell us about these actions, no matter how small they might seem. They all add up and they are all important. We simply cannot make the UK more equal without your help!

Yours for a fairer, better UK

A handwritten signature in black ink, appearing to read 'W Wyporska', written in a cursive style.

Dr Wanda Wyporska
Executive Director
The Equality Trust

p.s. We welcome your feedback on this document and how we might improve it.

KNOWLEDGE IS POWER!

The best way to stay informed about inequality and poverty in the UK (and, crucially, to know when to take action) is to follow us on social media and sign up to our newsletter:

On Twitter

twitter.com/equalitytrust

On Facebook

facebook.com/equalitytrust

By Newsletter

equalitytrust.org.uk/sign-our-newsletter

Our monthly newsletter has all the information you could possibly want about inequality in the UK, from data releases to informed commentary and from local equality group updates to the latest legislative and policy developments – as well as keeping up with all relevant news on politics and economics.

**All this, direct to your inbox,
every month!**

 THE EQUALITY TRUST

Part 2.

Lobbying the Decision-Makers

2.1 MPs and Peers

Elected Members of Parliament (MPs) and the Peers in the House of Lords have a large and direct influence over policies and legislation that affect economic inequality. Your MP is directly accountable to you and you can lobby them in writing or in person. You can also lobby members of the House of Lords, particularly at critical times when they are reviewing and revising government legislation. You can find your MP here > <https://www.writetothem.com/>.

If you want to find out more about your MP or a Peer, their background and their interests, you can do so here <https://www.parliament.uk/mps-lords-and-offices/>. This information may be useful when dealing with them so you can see what might get their attention.

When to Lobby MPs

If you join TET's mailing list here <https://www.equalitytrust.org.uk/sign-our-newsletter> you will automatically be notified of any issues where we would like you to contact your MP and we will provide a template communication, where possible, for you to do this. But you don't have to wait for us to take action. You can write to your MP at any time, for example:

- To raise the issue of the unequal state of the UK and ask them what they intend to do about it
- To comment on current specific legislation impacting on inequality and poverty
- To promote a particular policy to tackle inequality and poverty
- To support or oppose a proposed policy or piece of legislation that affects inequality and poverty.

And of course, the run up to general elections are always a great time to try to influence your MP. Here is a suggested email or letter you could send to your MP raising the issue of inequality.

Dear [name of your MP]

The UK is one of the most unequal of all developed countries. The work of The Equality Trust shows that this is bad for all of us, not only the poorest sections of society. We all suffer worse health and social outcomes compared to people living in more equal countries, and there is strong evidence that inequality harms our economy.

I would welcome your thoughts on how you think we should rectify this situation and what you can do to bring pressure on your party and the Government to prioritise the tackling of inequality. I would welcome the chance to meet and talk to you about this issue and would be happy to visit you at a time to suit you, either during one of your regular surgeries or at a different time.

The website of The Equality Trust can be found here (www.equalitytrust.org.uk) and I look forward to hearing from you soon. Thank you for your time and attention to this matter.

Yours sincerely...

Part 2.

Lobbying the Decision-Makers (continued)

When to Lobby Peers

Unless you know of a particular Peer who has spoken out on a particular issue, it is often a case of following the news and seeing who's said what about a certain issue. Often, Peers can play a crucial role in amending proposed government legislation and you can ask them to intervene when any legislation appears like it might be set to worsen inequality. An example might be as follows:

Dear [name of Peer]

I write with regard to the proposed legislation relating to [the subject at hand].

I am very concerned that the effect of this will be to worsen our already very high levels of inequality (already among the highest in the developed world) for the following reasons: [ideally, please quote The Equality Trust or any recent academic evidence or credible and reputable argument cited in the media as to why the proposed legislation is not desirable].

Compelling evidence from The Equality Trust (www.equalitytrust.org.uk) shows we are already far too unequal and that this has adverse consequences for all of us, not just the poorest.

May I therefore ask you to scrutinise this legislation very closely when it comes before the House of Lords and either vote to block it or vote to amend it such that the iniquitous features are removed.

Thank you for your time and attention to this matter. I look forward to hearing from you and would be happy to discuss this further with you at a time to suit you, either in person or by phone.

Yours sincerely...

For advice on the correct way to write to a Peer see official parliamentary advice here > <http://www.parliament.uk/business/lords/whos-in-the-house-of-lords/how-to-address-a-lord/>.

Further Useful Information

Your MP might be a member of a Select Committee that has a bearing on economic inequality – if so, you can find out here > <https://www.parliament.uk/mps-lords-and-offices/mps/select-committee-membership/>. If TET wants its supporters to lobby a Select Committee, or respond to their consultation on a certain issue, we will let you know.

Also, you might want to follow parliamentary debates in Hansard <https://hansard.parliament.uk/> to see what your MP said or what a Peer said about a particular issue. Hansard is very well laid out and easy to use.

For information about elected representatives and the respective legislatures in Scotland, Wales and Northern Ireland, the relevant links are here:

- Scotland – <http://www.parliament.scot/>
- Wales – <http://www.assembly.wales/en/Pages/Home.aspx>
- N. Ireland – <http://www.niassembly.gov.uk/>

2.2 Councils, Devolved Authorities & City Mayors

Local councils, the devolved authorities for Scotland, Wales and Northern Ireland and the elected Mayors in major English cities all have a great deal of power to affect the level of inequality and poverty in their areas. So, we have developed a special “one-stop” campaign pack called [Make My Council Fair](#) which aims to empower people to make their local representatives take action where it’s needed > <https://www.equalitytrust.org.uk/tackle-inequality-poverty-where-you-live-0>.

When to Lobby Your Local Representatives

As with MPs and Lords, we will advise you of any issues where we would like you to contact your local representatives and, where possible, we will provide a template communication for you to do this. But you don’t have to wait for us to take action. You can write to your local representatives at any time using <https://www.writetothem.com/> for example:

- To ask them to take action on all or some of the issues raised in [Make My Council Fair](#)
- To comment on current proposals affecting inequality and poverty locally
- To promote a particular policy that could be adopted locally to tackle inequality and poverty
- To support or oppose a proposed decision that affects inequality and poverty where you live.

As with MPs, the run up to elections are always a great time to try and influence your local representatives. Here is a suggested email or letter to your local councillor, regional representative or Mayor urging them to take action:

Dear [Council Chief Executive, MSP, AM, MLA or Elected Mayor]

I would like to ask you to use the full extent of your powers and influence to help reduce inequality and poverty in [where you live]. As you know, [ideally, include your own evidence of inequality and poverty in the local area here including specific examples and statistics where possible and/or quoting from local media reports].

Compelling evidence from The Equality Trust (www.equalitytrust.org.uk) shows that the UK is one of the most unequal countries in the developed world which is bad for all of us, not just the poorest. By using its powers and influence to promote fairness, the [Council, Parliament, Assembly] can make both [where you live] and the UK a better place in which to live.

As a starting point, I would like to come and meet you to discuss the proposals in The Equality Trust’s “Make My Council Fair” action pack and I would be grateful if you could advise me of a date and time that would be suitable for you. Many thanks for your time and attention to this matter.

Yours sincerely...

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

Further Useful Information

The best place for information about what your council or regional authority is doing is your local media (print or online) and your nearest local library. The council or regional authority’s own website will also be a valuable source of information, although the quality of these websites varies.

Local councils, the devolved authorities for Scotland, Wales and Northern Ireland and the elected Mayors in major English cities all have a great deal of power to affect the level of inequality and poverty in their areas.

Part 2. Lobbying the Decision-Makers (continued)

Most of these websites will have a Freedom of Information (FOI) online portal where you can submit questions to them under FOI, which means they have to answer them in 28 days. Some of our local groups have obtained answers to the questions posed in [Make My Council Fair](#) by using FOI and, in some cases, this has generated a more timely and better quality response compared to letters sent to the council.

The following organisations may also have useful information that you can use when dealing with your local council and councillors:

- Local Government Association (England) – <http://www.local.gov.uk/>
- Convention of Scottish Local Authorities – <http://www.cosla.gov.uk/>
- Welsh Local Government Association – <http://www.wlga.gov.uk/>
- N. Ireland Local Government Association – <http://www.nilga.org/>

And also...

- The Guardian (local government section) – <https://www.theguardian.com/society/localgovernment>
- Association for Public Service Excellence – <http://www.apse.org.uk/apse/>

And finally, if you are not sure when your next council, Mayoral or devolved authority elections are coming up, The Electoral Commission website is very useful. <http://www.electoralcommission.org.uk/find-information-by-subject/elections-and-referendums/upcoming-elections-and-referendums/>.

2.3 Companies

To really reduce inequality in the UK we must tackle the very large pay gaps that exist in certain parts of the private sector, mostly in larger businesses such as those found in the FTSE 100 or FTSE 350 indexes. Pay inequality in the private sector is much higher, on average, than in the public or third sectors of the economy. TET figures show that a FTSE 100 Chief Executive's total remuneration is routinely well over a hundred times what the average employee in the same company will be paid.

When to Lobby Them

We will let you know if we would like you to contact certain companies and, where possible, will provide a template communication for you to do this. You can, of course, contact any company at any time to tackle them about their pay practices, for example:

- To protest against any reported executive pay or bonus awards that you feel are excessive
- To complain about any reports relating to low or poverty pay or poor conditions
- To ask a company to disclose its pay ratios (highest versus average or lowest paid employees)
- To congratulate any company that's doing the right thing with regard to pay inequality matters.

To really reduce inequality in the UK we must tackle the very large pay gaps that exist in certain parts of the private sector.

A suggested email/letter that you can send to a company urging them to take action on various matters is set out here:

Dear [Chief Executive]

As a [customer / shareholder / concerned member of the public] I am writing to ask you what plans your company has to play its part in tackling inequality in the UK.

Vast pay differentials in the private sector, especially in medium-to-large companies, are a major driver of inequality and help make us one of the most unequal countries in the developed world – with adverse consequences for all of us, not just the poorest.

There are various ways to address this problem such as reporting your pay ratios and committing to reduce them over time (by curbing your executive pay and boosting the wages of your lowest-paid staff) and putting workers on your Board.

I would welcome the chance to visit you and talk about these issues at a time to suit you. I look forward to hearing from you. Thank you for your time and attention to this matter.

Yours sincerely...

Company websites will advise you on how best to contact them. If you are unsure who to approach, we recommend the Chief Executive (either by name or FAO: The Chief Executive).

Further Useful Information

As well as TET, there are many other excellent campaigns that you can support and get involved with to help tackle excessive pay inequality and related issues in the private sector:

- Pay Compare – <https://www.paycompare.org.uk/>
- Living Wage Foundation – <http://www.livingwagemovement.org/>
- Share Action – <https://shareaction.org/>

With regard to tax matters and companies that indulge in tax evasion or avoidance, the following campaigns will be of interest:

- Fair Tax Mark – <http://www.fairtaxmark.net/>
- Robin Hood Tax – <http://www.robinhoodtax.org.uk/>
- Tax Justice Network – <http://www.taxjustice.net/>

Part 3.

Influencing the Influencers

3.1 The Media

Engaging with national, local and social media is essential if we are to influence the decision-makers to take action on inequality. Politicians of all kinds and companies (especially large ones with valuable reputations and brands to protect) pay close attention to what is reported about them in the media and they want to be seen in a favourable light.

Engaging with Local Media (and Using Social Media)

To raise awareness about inequality, and bring pressure to bear on decision-makers, it will be important to contact local media and also use social media. Here are some tips.

Identifying Local Media

- 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.
- 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.
- 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 below). 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.
- 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 the next week. You will also want to approach them in the morning, ideally by 10am.

Contacting Local Media

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 the next time, so note it all down.

- 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.
- 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. Here's an example that your local equality group might use:

For immediate release: dd/mm/yyyy or Embargoed until: dd/mm/yyyy
at [insert precise time]

New Campaign To Tackle Inequality & Poverty In _____
[name], [title] from _____ 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 _____ 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 _____ Fair and we urge everyone to come along and throw their weight behind this campaign."

For more information and interviews with the _____
Equality Group please contact

[contact name plus email and phone number] _____

Notes for editors:

1. _____ has [insert key statistics and facts relating to local inequality and poverty]
2. _____ Equality Group is an independent group of local people concerned about inequality and poverty in _____ and the UK. It is not affiliated to any political party.
3. _____ 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.

A few basics for writing a good press release:

- Make it as accessible as possible
- The title and first sentence are vital
- Keep it short
- Keep it factual
- Include a quote
- Include contact details
- Follow up

A few basics for writing a good press release include:

- **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.
- **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 basically an inverted pyramid with the most important details at the top.
- **Keep it short:** always less than a page – the quicker you get across the information the better.
- **Keep it factual:** opinions should be restricted to your quote (see next point).
- **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?
- **Include contact details:** so journalists can follow up with you easily.
- **Follow up:** don't give up if you don't hear back, just follow up, journalists don't mind.

Part 3.

Influencing the Influencers (continued)

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:

- 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.
- 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:

A useful way to remember what journalists want is through the **TRUTHS** acronym.

| | |
|------------------|---|
| TROUBLE | The media likes conflict – for example 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

You can use social media in various ways to promote your campaign locally:

- Being on Facebook and Twitter will help spread the message via friends, family and colleagues
- Using relevant local hashtags and following the Twitter accounts for local news outlets
- Using Twitter to ask the council, councillors or local companies 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 and businesses can play a significant part in reducing inequality.

National Newspapers

You can also write a letter to a national newspaper (just as with local papers). Newspapers much prefer it if you write to them in regard to a story that they've run in recent days, rather than just raising the issue of inequality in general. In fact, it is wise to reference the story directly at the start of your letter (please see sample email/letter below). Please also check out their rules for publication, which will often be on their website, and which may include giving them your contact details and also keeping your letter below a certain word limit.

Letter for publication:

Dear Sir/Madam

With regard to your recent report on our growing mental health crisis [insert details of said report and its date], a very important factor is inequality. It is well established that mental illness correlates strongly with a country's level of inequality.

As The Equality Trust and others show, the more unequal a country is, the more stressful life is and the more likely people are to succumb to anxiety and depression, often as a result of their worries about social status and what other people think of them.

If we really want to tackle our mental health crisis, we should reduce our excessive economic inequality first. Prevention is better than cure, and likely to be far cheaper too in the long run.

Yours faithfully...

If you do get your letter published, please tell us about it!

National Broadcasters

If you, or a member of your local group, are invited to be interviewed about inequality by a national broadcaster, please let us know immediately! We can brief you with relevant facts and arguments as well as giving you advice on interview technique and some do's and don'ts. We can also help publicise your interview before and afterwards.

Part 3.

Influencing the Influencers (continued)

3.2 Trade Unions

Trade unions have a very important role to play in tackling inequality. A huge number of studies attest to the positive correlation between the strength of trade unions and lower levels of inequality.

If you are a member of a trade union and you wish to persuade your union to prioritise tackling inequality, you could work with the members of your branch to draft a motion to be passed at the union's next annual or policy conference. Here's an example:

1. "This Branch deplores the high levels of inequality to be found in the UK today and notes the important role that [insert name of trade union] plays in tackling social injustice. As the rich get richer and those at the bottom end find it ever harder to make ends meet, we call upon [insert name of trade union] to work with The Equality Trust to bear down on the major drivers of inequality such as pay inequality, a lack of worker voice, and companies run for profit at the expense of workers. We call for an end to forced zero hours contracts and deplore their role in creating a precariat workforce."
2. [insert name of union] notes that vast pay differentials, especially in medium-to-large companies, are a major driver of inequality and help make us one of the most unequal countries in the developed world – with adverse consequences for all of us, not just the poorest.

The Equality Trust believes there are various way to address this problem such as reporting pay ratios and committing to reduce them over time, for example by curbing executive pay and boosting the wages of the lowest-paid staff. The Equality Trust is calling for more employees on boards and for a stronger worker voice. We call upon [insert name of trade union] to work with the Equality Trust to tackle inequality and ensure better, fairer workplaces.

Simply by joining a union you are strengthening their numbers and this is a positive action in favour of a more equal society.

And if you are not currently in a trade union, you can find out how to join one (and find the one most relevant to your circumstances) here > <https://www.tuc.org.uk/join-union>.

Simply by joining a union you are strengthening their numbers and this is a positive action in favour of a more equal society. Once in the union, you then have an ideal base for taking action around inequality. You can also ask your friends, family and colleagues if they wish to join a union.

3.3 Investors

By investors we are often talking about those large institutional investors who buy shares in stock-market quoted companies. Many of these we may never come across in our daily lives but we can still find out who they are and seek to influence them. However, we are also talking about institutions like our own banks or pension providers – and as their customers or clients, we can influence them.

In recent years, there has been increasing concern amongst investors of all types about poor pay practices such as excessive executive pay, very low employee pay and precarious working terms and conditions for those on low pay. This has led to investor concern about inequality more generally, both as a risk to the reputation of business and, more widely, about the potential systemic risk to the economy. There are various things you can do to influence different types of investor, for example, here's a letter or email you can send to your pension provider:

Dear [Chief Executive]

As my pension provider, I am interested to know what actions you are taking to play your part in tackling inequality in the UK. With the huge sums of money under your control (some of which is mine!) and your corresponding influence, I would hope that you are doing the following:

- Asking the companies you invest in to publish their pay ratios (they can do this for free at the Pay Compare website > www.paycompare.org.uk)
- Not investing in companies that have poor pay practices such as excessive executive pay, miserly low pay and insecure employment practices for low-paid staff

I should also be grateful if you could tell me the current pay ratio between your highest paid staff member versus the average or median paid staff member and versus the lowest-paid staff member so I can share this with Pay Compare, a website that provides details of numerous company pay ratios across private, public and charitable sectors. Many thanks for your time and attention to this matter.

Yours sincerely...

If you wish to go further and write to other UK institutional investors, a list can be found here > https://en.wikipedia.org/wiki/List_of_institutional_investors_in_the_United_Kingdom.

You can also do the following:

- If you have shares in companies or are a member of a mutual (e.g. a building society or a co-op) you can scrutinise their annual accounts, and you can:
 - challenge the Directors' Remuneration figures if they look excessive to you
 - ask them if they are paying at least the real Living Wage to their lowest paid employees
 - invite them to reveal their pay ratios at Pay Compare.
- Get involved in shareholder activism by:
 - buying a share in a company and attending their AGM to quiz them on their pay practices
 - becoming part of Share Action's "AGM Army" (see part 4)
 - boycotting the products or services of companies that have poor pay practices and supporting those that do the right thing.

Part 3.

Influencing the Influencers (continued)

3.4 Civil Society and the People Around You

There will be lots of people and organisations in your community that care about inequality. They may not be involved with The Equality Trust, or necessarily have exactly the same outlook and views as you, but they will be passionately involved with issues that are affected by inequality and you will have lots in common.

Forming a local equality group is the best way to draw all these people together and mobilise them, in unity, to tackle inequality. Here's a sample leaflet you can use to advertise a meeting to launch the group:

**----- EQUALITY GROUP
PUBLIC MEETING**

TOPIC: HOW CAN WE MAKE ----- FAIRER?
VENUE:
DATE:
TIME:
SPEAKERS:

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 -----.

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 contribute to our plans and see what we can do together to help tackle inequality and poverty in ----- 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/>
- Read the evidence at: <http://www.equalitytrust.org.uk/about-inequality>

To contact the group, please email -----

or phone ----- on XXXXXXXXXXXX

Thank you for your time. We hope to see you at the meeting!

We have groups across the UK and you can see if there's a group near you > <https://www.equalitytrust.org.uk/uk-groups>.

We know that once a local equality group is formed, people will often be attracted to it. The key challenge is often just to get it started. To this end, we have a dedicated Supporters & Local Groups Manager, Bill Kerry, who can be contacted at bill.kerry@equalitytrust.org.uk and he will be able to help you every step of the way.

We also provide useful documentation about starting and growing your group and how we work together with the local groups > <https://www.equalitytrust.org.uk/helpful-documentation>.

There are also our monthly bulletins (we always show the last two months on our website) on what the groups have been up to. This will give you an idea of the valuable work they do > <https://www.equalitytrust.org.uk/latest-news-uk-groups>.

Together with like-minded, compassionate and progressive people, you can tackle inequality and poverty where you live and make a hugely positive contribution to tackling inequality in the UK. You and the local groups are the essential building blocks for the social movement we need to tackle inequality in the UK, and here are some quotes from our current local group activists about the work they do, why they do it and what they get from it:



“This work is an opportunity to preserve what is best about the world and help shape it for my grandchildren. Involvement with The Equality Trust and helping to run the group has introduced me to a wide variety of people who are willing and able to carry on the sort of non-aligned but liberal traditions that I respect.” Tom, Swindon Equality Group

“My motivation is the desire to convince people of the extent of the damage our society suffers because of the current wide gap in income and wealth, and to encourage a realisation that the current situation can be improved.” Paul, Equality Bristol

“We have run a number of campaigns and have been successful in influencing changes around pay ratios and the Living Wage. With the backing of The Equality Trust we are seen as a credible organisation that is listened to and respected locally.” Mary, Equality Bristol

“... in a prosperous city like Cambridge; there is a strong impulse to expose the real afflictions of poverty and inequality amidst the affluence. The fact that we are a mixed group in terms of age and class shows the wide extent to which personal dissatisfaction with the current order of things is felt.... we have ambitious plans to sustain and expand the campaign, and in doing this, we would hope to contribute to The Equality Trust’s valuable work nationally as well as to improve the quality of local life.” Rick, The Cambridge Commons

Part 3. Influencing the Influencers (continued)

“We feel that we have helped to put inequality firmly on the London political agenda. We are now in contact with the Mayor’s office and hope to see some practical policies come out from there. It’s also good to feel part of a wider network. Through the Equality Trust we have met fairness campaigners from all over the country. Finding out that we are not alone and that there are other people all over the country as angry as we are really helps us in London – the UK capital of inequality.” **Alex, My Fair London**

“It’s bloody hard work, so successes are particularly valuable. It’s also enabled an entry into a world of local government that we would never have achieved before. It’s been good to have contact with other groups ... and we really appreciate the support from The Equality Trust.”

Penny, Oswestry Equality Group

“Our group is vibrant, committed, resourceful, and aware that as a local group with limited funds, we work best when we target our efforts on specific, topical, attention-grabbing projects. We have excellent, often probing, sometimes heated discussions about current events and their implications for inequality. Our meetings have often had the function of a way of letting off steam about the direction the world is going. But they are also always constructive, purposive and collegiate.” **Gideon, South Wales Equality Group**

“The Equality Trust ignites and fosters the realisation that, even alongside the everyday demands of life and work, we can have a real and meaningful effect on our local area, and as part of a greater nationwide movement for a fairer society. Our relationship with the Trust has shown us that a great deal can be achieved, not through time or money, but with simply the motivation to make change happen.”

Adam, Colchester Equality

“The reason for being a member is simply that we have such institutional and ingrained inequality in Britain and elsewhere today and Equality North West and The Equality Trust provide opportunities to work against such a pernicious situation ... and we get to spend time working with fundamentally decent human beings who aren’t entirely motivated by their own self-interest and we do it because it makes a difference.”

Various members, Equality North West

Part 4. Other Useful Information

We hope you've found this guide useful so far and here's some more information that will help you tackle inequality in the UK:

4.1 Resources from The Equality Trust

- Latest News & Opinion – <https://www.equalitytrust.org.uk/news-and-opinion>
- Research and Multi-Media – <https://www.equalitytrust.org.uk/resources>
- Educational Materials – <https://www.equalitytrust.org.uk/learn-and-play>
- The Spirit Level evidence – <https://www.equalitytrust.org.uk/resources/the-spirit-level>
- Commentary (Blogs) – <https://www.equalitytrust.org.uk/blogs>
- And don't forget our About Inequality section – <https://www.equalitytrust.org.uk/about-inequality>

4.2 Other Campaigns and Organisations

The following campaigns and organisations are worth checking out as they will often have information or materials that will help you tackle inequality in the UK:

- CLASS – <http://classonline.org.uk/>
- Fair Tax Mark – <http://fairtaxmark.net/>
- Institute for Fiscal Studies – <https://www.ifs.org.uk/>
- Living Wage Foundation – <http://www.livingwage.org.uk/>
- Oxfam – <http://www.oxfam.org.uk/>
- Pay Compare – <https://www.paycompare.org.uk/>
- Resolution Foundation – <http://www.resolutionfoundation.org/>
- Share Action – <https://shareaction.org/>



Part 4. Other Useful Information (continued)

4.3 Other Ways to Support our Work

In addition to activism, we always need financial support. The Equality Trust became a registered charity in 2015 and this means we are now able to reclaim Gift Aid on all donations, including those made to people fundraising on our behalf. The value of every £1 you raise will be worth £1.25p to us and will make a massive difference to our work.

Donation

We are a small charity and we rely on supporter donations to keep going. Anything you can afford would be hugely appreciated and will go directly towards boosting our work to make the UK a fairer, better place to live. If you could commit to a regular donation, that would enhance our financial security and allow us to plan ahead with greater clarity and confidence.

Ways to donate

By Completing –

and returning our standing order form to Freepost EQUALITY TRUST

By Text –

for example, if you want to donate £20 just text EQUA16 £20 to 70070

By Cheque –

payable to The Equality Trust and sent to Freepost EQUALITY TRUST

Online at –

<https://www.equalitytrust.org.uk/support-us>

If you are posting us a form or cheque, please indicate whether we can claim Gift Aid. Gift Aid increases the value of your donation to us by 25%. Thank you!

Fundraise for Us

If you are a keen runner or fancy a bungee-jump, or can think of any way that you can raise money for us, we'd like to hear from you. Whatever you want to do, as long as it's safe and legal, is fine with us. All the money you raise will be directed towards our objectives of making the UK a fairer, better society by reducing inequality. To get started and for further information, please email Jo Wittams at jo.wittams@equalitytrust.org.uk.

Leave a Gift or Donate in Memory

By leaving a gift to us in your will, or donating in honour of a loved one, you can help achieve a fairer and better society for your family and the wider community – a society in which your children, grandchildren, nieces and nephews can flourish and where everyone can thrive. If you are considering leaving us a gift and want to know more about our work, or want to visit our office for a tour to find out more about how we work, please email our Executive Director, Wanda Wyporska, at wanda.wyporska@equalitytrust.org.uk – thank you.

Whatever way you support our work, be it through activism, financial contribution or simply by spreading the word to friends, family and colleagues or via social media we would like to thank you. We just couldn't do what we do without you!

Thank you – from everyone at The Equality Trust.

 THE EQUALITY TRUST

The Equality Trust is a registered charity (No. 1161545) and is constituted as a company limited by guarantee (No. 6084965).
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