

		EMPLOYEE	DATE	
			30th October	
N.I. NUMBER	TAX CODE	PAY METHOD		PERIOD
		Cash		M7
	RATE/HOURS	PAY	DEDUCTIONS	
0.00		Basic Pay	0.00	Tax 0.00
0.00				N.I. 0.00
0.00				
0.00				

October 30th is Women's No Pay Day

So here's the Fawcett Guide to putting on an event

Why do you want me to put on an event?

Women working full-time in the UK get paid 17% (or roughly one sixth) less than men... That's the equivalent of women working the last two months of the year for free, while men get paid year-round. Last year, we labelled October 30th 'Women's No Pay Day' to tell the world that on this day, women across the UK will receive their last payslip. This year, the pay gap remains unchanged at 17%. But we have a great opportunity for change with the forthcoming Equalities Bill.

Together with Unison, we're asking Fawcett supporters across the UK to hold an event on or around Women's No Pay Day to raise awareness of the pay gap and to tell the world: we demand equal pay!

This info pack is designed to give you all the information you need to put on a Women's No Pay Day event and raise awareness of the pay gap in your local area.

Materials

We can provide you with mock payslips for you to hand out at your event. We'll provide you with 50-250 payslips per event (depending on how busy the area you're going to hold your event in will be). To register your interest in materials for the event, please email nopayday@fawcettsociety.org.uk as soon as possible to make sure we have available stocks. Please note that to avoid wasting resources we encourage you to chat to people and engage them before handing them a payslip – otherwise they may end up in the bin.

We'll also provide you with membership leaflets, in case anyone you chat to is interested in becoming a member of Fawcett. Remember they will get a free 'this is what a feminist looks like' t-shirt if they join.

We want you to put on a No Pay Day event to:

- Raise awareness of the pay gap
- Ask people to sign our open letter to the Secretary of State
- Tell people about Fawcett's work
- Get coverage of the pay gap in your local media

Get creative...

We also encourage you to create your own materials to promote No Pay Day! Making banners and posters is a great way to flex your creative muscles, capture your friends' imaginations and to get people's attention.

We'll also provide you with the text from our open letter to the Secretary of State, plus a form for people to add their names to to become signatories. Offer this as a quick action that people can take. Asking people to take an action can be a good way of engaging them. (Unless you ask us to send this over with the mock payslips, we will email this to you so please ensure you have access to a printer).

Getting a group together

Grab friends, family or co-workers and tell them about the pay gap! You might also want to advertise for volunteers on a noticeboard, for example at work, college or community group.

If you already have a number of people volunteering to take part in your event, there might be more Fawcett supporters in your area who would like to get involved! Do let us know if you're planning an event so we can advertise it on the website.

Event ideas

This year, October 30th is on a Thursday. Your event doesn't have to be on the 30th if you are working that day or looking after the kids in half term. You could always choose Saturday 25th or Sunday 26th. Depending on what you'll be doing on the day, there are a number of options for event ideas, such as:

Morning event: If you live near a station, why not engage commuters while they wait for their morning train to work with a stall?

Lunchtime event: If you can set up a stall in a city centre, there'll be plenty of working people out and about between 12 and 2.

Student Union event: just because most students don't work full-time doesn't mean they don't want equal pay! A student union is a great venue for a Fawcett event. This could take place during the day, when students will be around between lectures, or in the evening.

The easiest and simplest place to hold a public leafleting event is in a public place such as a shopping street or pavement. This is because in such areas there is generally no need to obtain a licence or certificate or permission. However, the police may move on leafleters if they appear to be causing an obstruction, so please choose somewhere with a relatively large space where you can't be accused of this and co-operate with reasonable requests from the police. The rules are different when it comes to private property – and remember that this includes train stations and most indoor shopping centres. If you are intending to give out leaflets in these areas, you will need to seek permission from the owner. It may well be easier to stand outside a train station, shopping centre or supermarket on the public highway (pavement) where you should not need permission than inside it.

Ideas to make your event fabulous:

- Put on a poster-making afternoon – invite your friends around to come up with catchy slogans and make some No Pay Day banners and posters.

- Think about ways to get people to notice you! Dressing up in fancy dress or putting on some catchy music can make all the difference between people walking past and stopping to find out what's going on.

- Rehearse a few opening lines: you'll feel much more confident about engaging people from the start if you have a few opening gambits to grab their attention.

In spite of the above, some local bye-laws do contain restrictions on the places where leafleting may take place, for instance, restricting activity around town halls or in public parks. The bye-laws will usually give the police and local authority officials the power to remove anybody who breaches the bye-laws. It's worth checking with the local police. Letting them know your plans in advance also means you are unlikely to be moved on.

October 30th is in the run-up to Remembrance Day, also known as Poppy Day, the major event in the Royal British Legion's calendar. During this time they sell poppies for donations and may well already have obtained permission to do this at your local station or supermarket. As long as you stay on the public highway there should be no reason you cannot leaflet in the area, but please be sensitive – this is their most important fundraising time and we would not want their representatives to feel as if we were interfering with their fundraising activity.

More information on your rights in organising events in public places can be found at on the Your Rights website. A link to the page of street leafleting: <http://www.yourrights.org.uk/your-rights/chapters/the-right-of-peaceful-protest/street-collections-and-leafleting/street-collections.shtml>

Getting media coverage for your event:

To get the maximum effect from your event and the cause of equal pay, invite local media to cover it.

Press release

The best way to get coverage of your event is to send out a press release. Send your press release by email to your local media (newspapers and radio stations) in good time before your event – at least a week before if possible. Fawcett can provide you with a template press release, or with advice on writing a press release: contact nopayday@fawcettsociety.org.uk for more information.

For local newspaper contacts, go to: <http://www.newspapersoc.org.uk/>

For local radio station contacts, go to: <http://www.radio-now.co.uk/main.htm> (don't use the Regional Stations link as this only brings up commercial and not BBC stations – instead click on the map of the UK on the relevant area to you).

After sending the press release, it is a good idea to phone the paper to check whether they have received it and would like to cover your event and whether they will be sending a photographer. You should normally ask to speak to the 'news editor' for this sort of inquiry. You should be ready to explain again what you are doing and why as the news editor will receive hundreds of press releases each week – this is your chance to make your press release stand out!

Photos

Local newspapers are always looking for good photo opportunities and your adapted press release should make it clear that photographers are invited. If you have a Fawcett 'This is what a feminist looks like' t-shirt, don't forget to wear it! If you don't have one yet, you can buy one here: <http://www.fawcettsociety.org.uk/index.asp?PageID=72> or get one for free by joining Fawcett.

Even if your local paper says it is planning to send a photographer, remember to take your own camera. Aside from having photos for yourself of all the fun you have, this means that if for any reason the local paper photographer is called elsewhere, you can still supply them the paper with pictures. And you can send them to us at Fawcett, as we'd love to see them and put them on our website.

Interviews

If your local media wants to interview you that's great! In preparing for interview you should think about the key messages you want to get across. We have a media briefing its important for you to look at. For the briefing and advice on interview skills, contact Fawcett on 020 7253 2598 or nopayday@fawcettsociety.org.uk.

Dealing with members of the public on the day

The main messages we would like you to get over are:

1. Women are still paid less than men and it's a national scandal.
2. The pay gap is equivalent to men getting paid all year and women working for free from October 30th.
3. Fawcett supporters all over the country are calling on the Government for stronger action on the pay gap and there is a great opportunity for action as there is about to be a new Equalities Bill.

You don't need to go into details – but if asked, the two specific things we want included in the Equalities Bill are:

1. Mandatory pay audits which would require all companies and organisations to compare the earnings of women and men doing similar work to see if there is a gap.
2. Changes to the law to make it much easier for women to take cases to court, and to allow women to take such cases as a group, with the support of the unions..

This will probably be more than enough detail for most people! But if people want to know more, there is a list of possible questions and answers on the next page.

Taking details

Make sure you have a pen and paper with you in case people want to sign up then and there to the campaign. We need their name and email address or postal address; please write as legibly as possible. After the event, forward these onto Fawcett using the contact information on page 1 of this document and we will make sure people are contacted with information about the campaign.

Don't be too disappointed if lots of people don't stop to talk – this is totally normal with any street campaigning and not a reflection on what you have to say or how you are saying it.

Problems

Sometimes you will get unfriendly or even aggressive responses from the public. This happens with any campaigning activity, but can particularly be the case for feminist causes. If this happens, you are unlikely to be able to win the other person around by argument. Stay calm and polite – say that you will just have to agree to differ. If the situation escalates and you feel intimidated, tell the person calmly and firmly that they are intimidating you and ask them to step away. You might want to call your co-activists over to help – if you are all keeping an eye on each other this should help.

Although the pay gap might be a familiar subject to you, a lot of people are unaware of it. So you may get all sorts of questions about it. We've prepared a list of possible questions and answers on the next page. If anyone is interested about a question you cannot answer, you can always refer them to the website.

Event checklist: have you...

...told Fawcett when and where you are holding your event and given us contact details?
...circulated details of the event and mobile phone numbers for the day to your group of volunteers?
...remembered to take leaflets, sign up sheet for the open letter, a notebook to take details of people who want more information, and a camera?

...sent a press release to local papers and radio?
...thought about how you might deal with questions – and possibly unfriendly members of the public
...(if you are leafleting and are uncertain about permissions), checked with the local council/police/landowner?
...after your event, have you told Fawcett about it?
...after your event have you told your local paper about it (in case they did not cover it before?)

Q and As

Some of the questions we often get asked about equal pay and the kinds of answers we give.

What's the cause of the pay gap?

There are three main causes:

Discrimination

This is simply women being paid less to do work of an equal value or skill level to their male colleagues. It is estimated that up to 40% of the pay gap is due to this discrimination, and it's this area that the changes we are calling for would tackle.

Jobs traditionally done by women are paid less

Society has put a low value on women's work, even when it's a skilled job. For instance, we pay people more to look after cars than to care for our children or elderly people. We pay refuse collectors more than cleaners.

Few senior or skilled jobs offer flexible working

Mothers often work below their skill level because lower skilled jobs are more likely to give them the flexibility to balance work and home. We need more highly skilled and senior jobs to be available with flexible hours.

Aren't the current laws enough?

No. They've been in force since 1975 and we've still got a pay gap!

Why now?

We have a great opportunity to really achieve change. The Equalities Bill is about to go to Parliament, but there is still time for the Government to make the vital changes needed to ensure equal pay. Peter Mandelson, Secretary of State for Business, Enterprise and Regulatory Reform is the Minister we need to persuade to take action.

I don't think it exists.

The pay gap figures used by Fawcett and others are based on Government figures. The Government admits there's a problem too.

Isn't it just because women work part-time?

No. The pay gap figures are broken into full-time and part-time. Women working full-time earn on average 17% less per hour than men working full-time. Women working part-time earn 36% less per hour than men working full-time.

Why are there different pay gaps in different parts of the country?

Pay gaps tend to be higher where average pay is higher. This is because when there are high paying jobs available it tends to be men that have them, making the gap even bigger than where wages are more even.

Do the pay gap figures simply compare men and women in the same jobs?

No. They compare all men and women and look at what they earn per hour. One of the causes of the pay gaps is that men and women do different sort of work and jobs traditionally done by women are much more likely to be underpaid. The pay gap figures reflect this.

What is the solution?

The Women's No Pay Day campaign is calling for two main things:

1. Health checks for companies: Mandatory pay audits which would require all companies and organisations to compare the earnings of women and men doing similar work to see if there is a gap.

2. Help for women challenging their pay: Changes to the law to make it much easier for women to take cases to court, and to allow women to take such cases as a group, with the support of unions.

Isn't it inevitable?

No. Other EU countries such as Belgium and Sweden have taken stronger measures and seen pay gaps close more quickly than the UK.

I don't think it exists in my workplace.

It does not necessarily exist in every workplace, although it's hard to know where it does and where it does not exist because most people do not know what their colleagues are earning. And remember it's not just about women and men doing exactly the same jobs. It's also about the fact that jobs more traditionally done by women – such as catering, cleaning, clerical work and caring – have been undervalued.

Isn't it just because women choose low-paid jobs? Isn't it because women's work is easier?

Women often go into lower-paid work for two main reasons: because they are not encouraged to choose 'male careers' that tend to pay better, and because work in female sectors is more likely to have the flexibility women need as they spend more time caring for family. But jobs traditionally done by women are undervalued. This is partly because women have traditionally done such work unpaid at home, the skills were seen as 'natural' and so undervalued. Also, women doing this work outside the home were historically thought to be working for 'pin money' and so a living wage was not offered.

I suspect there's a pay gap in my workplace.

If you are an employer, a good first step is an equal pay review. There's a simple tool for this on the website of the Commission for Equality and Human Rights Commission (CEHR) www.cehr.org.uk. If you are an employee and are in a union, talk to your union rep. If you are not, try going to the CEHR website.