



THE FAIR PAY CAMPAIGN GUIDE FOR GROUP ORGANISERS

Fair Pay Campus is a national campaign run by the Young Greens. We aim to tackle pay inequalities at universities and in the higher education sector at large.



THE YOUNG GREENS' CAMPAIGN FOR FAIR PAY



TACTICS

Growing academic evidence shows that institutions, organisations and societies with greater equality tend to be more productive and their workers enjoy a greater sense of well being.

This has been particularly thoroughly articulated in seminal texts such as Kate Pickett and Richard Wilkinson's *The Spirit Level*.

VICE-CHANCELLORS' PAY

Current pay differentials within universities have been increasing over the last few years. We think this is unjustifiable at a time of austerity in which many public sector workers are being made redundant and university departments are being savagely cut.

The average pay of a VC has been rising over the last decade and now stands at just under £250,000. Meanwhile many low paid workers - employed directly by universities or through private contractors - do not even receive the living wage.

With the largest ratio between the highest and lowest paid worker in the public sector (at 15:1), the higher education sector has become a crucible of income inequality. Organisations like the Green Party want to see a maximum 10:1 wage differential in institutions and businesses.

OUR DEMANDS

There are 5 demands that we are asking you to make to your university. If your university commits to meeting all 5 criteria they will become a 'Fair Pay Campus'. The demands are:

1. Publish the ratio between the highest and lowest paid worker
2. Commit to working towards a 10:1 ratio on campus
3. Pledge to pay directly employed workers the Living Wage
4. Ensure contractors pay their workers the Living Wage
5. Publish the pay of Vice Chancellors and senior management

So far we have Fair Pay Campus campaigns running at universities across the country and as a result of Young Greens' campaigning we have seen the Living Wage introduced in Student Unions as well as the full endorsement of the campaign by others!

fairpaycampus.co.uk

So you want to run a Fair Pay Campus campaign? Here are a few suggested tactics to help you. We've also put together some strategic advice on how to win your campaign.

HOLD A LAUNCH EVENT

Give your 10:1 campaign an official launch to raise awareness of your aims and to inspire others to get involved. It doesn't have to be extravagant, as long as the message of the campaign is made clear. A speaker event is often effective; there may be some academics at your university that have worked in the field of social equality. Above all, ensure the event is well publicised and that all local and campus media are made aware.

COLLECT SIGNATURES

Your campaign pack will include the 10:1 postcards that have a blank space for a signature on the back. Set yourself a target number to be collected and, when achieved, make an event of handing them to your Vice-Chancellor, with plenty of photos for press releases. These can be present on stalls at university events and Freshers' Fairs.

PRIORITISE PUBLICITY

Whenever there's a development in the campaign - report it. No matter how small it seems, it's likely there'll be somebody willing to publish it, especially on campus. Don't ever worry about sending too many press releases - the more people who read and hear about your campaign, the bigger an impact its message will have. Freedom of information requests work well for finding out the facts behind senior management pay at your university, and this can then be used for an exposé style leaflet. For press support, please contact press@younggreens.org.uk

GET PUBLIC SUPPORT

If a well-known figure is visiting the university, or you're attending an event at which there are likely to be such people, having them sign a pledge of support for the campaign can really raise its profile. Getting a photograph of them holding their signed pledge would also be great for attracting media attention, and



TACTICS

a press release should be sent out to all local and campus media whenever your campaign gains another well-known backer. Contact the national Young Greens for help arranging for speakers to visit your campus: admin@younggreens.org.uk

GET ALUMNI ON BOARD

Contact notable members of the alumni asking for their support. Perhaps you could send a pre-written letter that they could sign and send back to the Vice-Chancellor. Asking for quotes to be used in articles and press releases could also prove very successful; the more high-profile pressure applied to the Senior Management Team, the more likely it is that they'll feel obliged to act.

STUNTS & PROTESTS

A little further down the line, a classic tactic for campaigning is the demonstration. This can come in countless forms - the more creative, imaginative and theatrical the better. If you can think of a particularly fun, clever or memorable way of gaining publicity and putting pressure on for your cause, do it! Ensure that you can mobilise enough people to make your demonstrations look well supported!

YOUR STUDENT UNION

Passing a Fair Pay Campus policy through your Student Union is a great way to demonstrate the strength of feeling on campus as well as giving your campaign a big boost of strength and legitimacy. University management are much more likely to listen to the representative body of students than a small group of campaigners. It's also a good way to make sure that your SU meets the demands of campaign too; a lot of SUs are still not paying the Living Wage!

WORKERS & UNIONS

Talk to the staff whose pay it is that is under the Living Wage or whose income would be increased by a shrinking of pay ratios (or their trade union representatives) and find out how they think the campaign should be run. Unions have a lot of experience in fighting for better wages for their workers and so will have a useful input into how to go about doing it. Students and workers are much stronger when they are working together so make sure you're in touch with each other!



STRATEGY

So you're planning a snazzy campaign launch, have postcards at hand for collecting signatures, and are ready for some creative stunts. But how can you make these things fit together into a strategy to win?

BE RESPONSIVE

Keep an eye on what's happening on the ground at your university. There may already be a Living Wage campaign established by students or workers themselves on your campus, such as the amazing 3Cosas at the University of London. Getting behind these is a great first step to start campaigning on the broader issues of Fair Pay Campus.

PICKING YOUR TARGETS

Deciding who you are going to focus your campaigning on is key. This comes in two main forms: who you are going to lobby to try to create change (i.e. who has decision-making power), and who you need to mobilise in order to more effectively lobby them.

To do this, get together in a group and list all the different interest groups at your university. This list will be quite extensive, but don't worry - you probably won't need to

lobby all of them! These groups can be anything from individual students to University management and from societies to groups of workers.

Once you have come up with an exhaustive list, it's now time to find out how useful it is to lobby them. To do this, grab some flipchart paper and plot them on a graph (see example on next page), placing them on the axis depending on how supportive you think they are to your cause and how powerful they are in terms of bringing about change.





STRATEGY



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At this stage you should have a lot of crosses dotted all over your graph, hopefully with lots in the 'powerful and supportive' area! Don't panic if there aren't many or even any people and groups up there though. The next step is to think about how you can make those people that are powerful but not supportive more inclined to support you, and those that are supportive but lacking in power more supportive and more powerful.

Draw arrows on your graph demonstrating the direction and distance which some of those groups will move when you have helped to empower or persuade them, with a little explanation of how this will come about. For example individual students probably aren't powerful on their own, regardless of how supportive of your campaign they are, but if they're working co-operatively in a Student Union or coming out

en masse at a demonstration, their power increases massively!

By the end of this process you should have a graph that shows who can be lobbied and worked with to bring about the aims of the campaign. It's worth coming back to this graph in a few months and replotting the different groups as it can give a great graphical illustration of how far you've come!

When you've drawn your graph, start to plot different tactics along the curve in so that your least intense actions take place chronologically prior to your more intense actions. What this should give you is a nice timeline of actions to take on your campaign. Use the examples of tactics in the first half of this booklet, but be creative and think of lots of your own too!

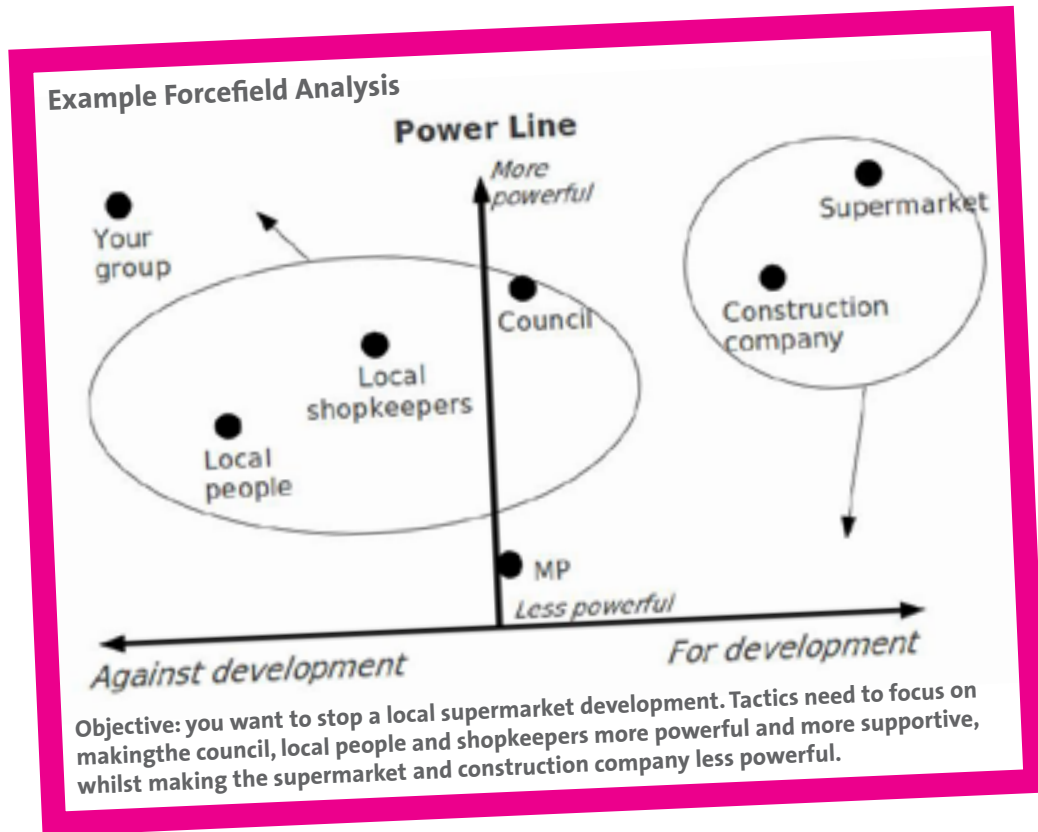
Your escalation timeline should be a useful tool but don't stick to it too dogmatically! Sometimes situations will arise which mean that a stronger tactic will be required and some groups may find they do not have the numbers to pull off a big stunt.

We hope you find this a useful guide to the Fair Pay campaign. Of course each group will be different, so keep your campaign flexible and adapt it to your circumstances. Above all, remember to have fun and keep in touch with us about all the great work you're doing!

ESCALATION STRATEGY

Campaigns work best when they get bigger and bigger until the powers that be can't help but give in to their demands. There's no point in starting a worthwhile cause with a huge demonstration or some direct action only to have it fizzle out into weeks of collecting signatures for petitions in the rain!

Escalation strategy enables you to make your campaign grow in terms of numbers but also in intensity. So it's time to get some more flipchart paper and draw another graph, this time in a growing curve.





The Young Greens are the youth and student branch of the Green Party.

We organise within and beyond the Green Party to empower young people to work for genuine, lasting political change.

Young Greens seek to combine principled actions and campaigning within our communities with electoral politics.

We want to harness the energy and ideas of young people, moving society towards a sustainable and just future.

If you're a member of the Green Party and under 30 or a student, you can join the Young Greens.

younggreens.org.uk

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