



GETTING INVOLVED WITH

Good Employment Week

#GoodEmploymentWeek

Good Employment is your Right



What is Good Employment Week?

Good Employment Week is an annual celebration of good work, designed to raise awareness of what good employment looks like and why it matters. The next will take place **24-28th November 2025**.

Each year, we focus on engaging directly with employees — and in 2025, we're doing so with a bold new message: **“Good Employment is your Right!”**

This year's campaign aligns with the upcoming **Employment Rights Bill**, which introduces major reforms to workplace protections — including a ban on exploitative zero-hours contracts, day-one rights for unfair dismissal, and improved access to family-friendly policies like paternity leave.

To support this, we're launching the **‘Know Your Rights’ Quiz** — a short, interactive quiz promoted via QR codes on public transport and digital screens. It's designed to help people understand their rights in a fun, accessible way.

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What does good work look like?



Message from Andy Burnham

Andy Burnham, Mayor of Greater Manchester said:

“In Greater Manchester, we believe that **good employment isn't a privilege - it's a right**. As the country prepares for the introduction of the Employment Rights Bill, we have a real opportunity to raise awareness of the protections and standards that every worker should expect.

Good Employment Week 2025 is about making sure people across our city-region know their rights and feel empowered to speak up for better conditions, fair treatment, and secure work. Through this campaign, we're sending a clear message: Greater Manchester is leading the way in building a fairer, more inclusive economy - one where good employment is the foundation of a better future for all.

I encourage you to get involved - to show your commitment, share knowledge, and help build **a Greater Manchester where good employment is the norm for everyone.**”

#goodemployment

Good employment - an overview

What is the Greater Manchester Good Employment Charter?

The Good Employment Charter is a voluntary membership and assessment scheme, aiming to raise employment standards across Greater Manchester. Organisations of any size, sector, or geography can [sign up to the Charter](#).

We want to see Greater Manchester as a place where people are paid fairly for their work, treated appropriately and provided with inclusive opportunities. At the same time, we want to see the city-region's economy thrive, with organisations that are productive and effective at the heart of it.

What is Good Employment?

The Charter has seven characteristics of good employment, that are all tied together by a central theme of equality, diversity, and inclusion. Involvement in the Charter means employers are working towards excellence, or have excellence in the following areas:

1. Secure Work
2. Flexible Work
3. Engagement & Voice
4. Recruitment
5. People Management
6. Health and Wellbeing
7. Pay

Learn more about our good employment characteristics [here](#).

What is the impact of the Charter?

1100+
Supporters

155+
Members

1,500,000+
Employees impacted
**215,000 of which are in
Greater Manchester**

Know Your Rights Quiz

LAUNCHING 24TH NOVEMBER 2025



During Good Employment Week, we're inviting people who work in Greater Manchester to take part in a short, interactive quiz designed to **raise awareness of their rights at work**.

Launching on 24th November 2025, the **"Know your Rights"** quiz helps players learn about upcoming changes to workplace protections - including day-one rights, protections against unfair dismissal, and bans on exploitative zero-hours contracts.

Using a fun, 'Millionaire'-style format, the quiz includes features like "50/50," "Ask the Audience," and "Phone a Friend," to make learning quick and memorable.

[ACCESS THE QUIZ](#)

Get involved

Help us spread the word about Good Employment Week 2025 across your networks — from social media to newsletters and press.

What's in the packs?

Pre-Week Pack

For use before 24 November — focused on building awareness and momentum.

- Countdown graphics and suggested posts
- Newsletter and press release copy (pre-week)
- Email signatures and virtual backgrounds

Main Campaign Pack

For use from 24 November onwards — focused on the core campaign.

- Social media graphics and suggested posts
- Newsletter and press release copy (main campaign)
- 'Know your Rights' quiz assets

Make sure to tag the Greater Manchester Good Employment Charter on social media and use **#GoodEmploymentWeek**. Any questions? Email contact@gmgoodemploymentcharter.co.uk

[DOWNLOAD](#)

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Instagram icon

TikTok icon

Charter events during the week

The Charter's flagship event for Good Employment Week is the **Best Practice Conference** — an annual, all-day gathering that brings together employers, partners, and thought leaders to explore and celebrate good employment. It's not to be missed!

We'll also be supporting a number of employer and partner-led events happening across Greater Manchester throughout the week. These may include networking opportunities, public talks, or other activities designed to engage people with the campaign. Check the events page for full listings and details on how to get involved.

Want to feature your event? Email us at events@gmgoodemploymentcharter.co.uk

WHAT'S ON



Host your own activity!



As well as attending our events, you can also host your own to help spread the word about Good Employment and the upcoming changes to workplace protections.

If you're thinking of hosting an event, get in touch at events@gmgoodemploymentcharter.co.uk

Here are a few ideas to get you started:

Coffee Morning

A relaxed way to start conversations with colleagues about what Good Employment means, and how upcoming changes - like day-one rights and protections from unfair dismissal - might impact your workplace

Networking Events

Bring together employers from your region or industry to connect and explore how the Employment Rights Bill could shape the future of work in Greater Manchester.

Panel Discussion

Host a panel with speakers from your organisation or sector to discuss why Good Employment matters, and how we can build a fairer, more secure working environment for everyone.

Webinar

If your organisation has good practice to share, whether it's around secure contracts, inclusive recruitment, or employee voice, why not host a webinar to inspire others?

Video Upload

Prefer something more flexible? You can also record and upload a short video showcasing your activity or message. Selected videos may be featured on our website or social media to inspire others across Greater Manchester.

Good Employment Open Day

Open your doors to showcase how your organisation is putting Good Employment into practice - and how others can do the same.

Engaging with Local Schools and Colleges

Help young people understand their rights and what good work looks like before they enter the workforce. You can find more ideas on our [resources for education page](#).

Advertising support from our network

Each year, organisations across Greater Manchester help amplify Good Employment Week by showcasing campaign visuals in high-impact public spaces.

Here are just a few of the places our network has helped us reach:

- A double-decker bus and tram wrapped with campaign messaging
- Digital screens on pavements and roadsides
- Displays in transport hubs and on public transport

We're always looking to expand our reach - including into indoor spaces like offices, co-working hubs, and community venues to help spread the message even further.

Have access to advertising space?

We'd love to provide you with ready-to-use campaign artwork so you can help spread the message.

- Email contact@gmgoodemploymentcharter.co.uk to request assets.



goodemploymentweek.co.uk



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