

**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.** 

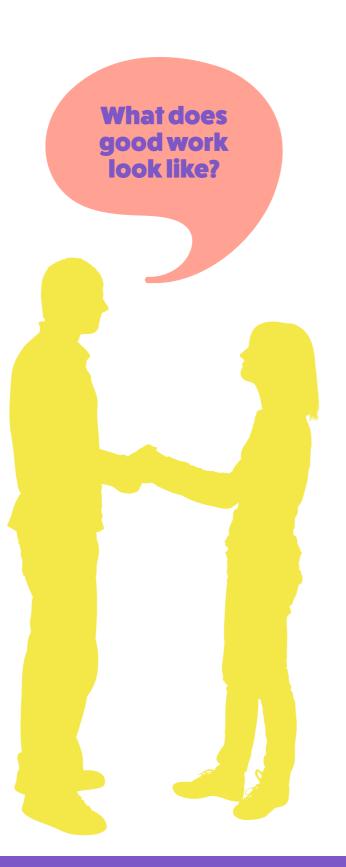
Each year, we focus on engaging directly with employees — and in 2025, we're doing so with a bold new message: "Good Employment is your Right!"

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.

### In this guide...

•	Message from Andy Burnham	3
•	Good Employment: An Overview	4
•	Know Your Rights Quiz	5
•	Get Involved	6
•	Good Employment Week Events	7
•	Host your Own Activity!	8
•	Advertising Support from Our Network	9





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### 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 <u>here</u>.

### What is the impact of the Charter?





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** 

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### **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 (preweek)
- 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

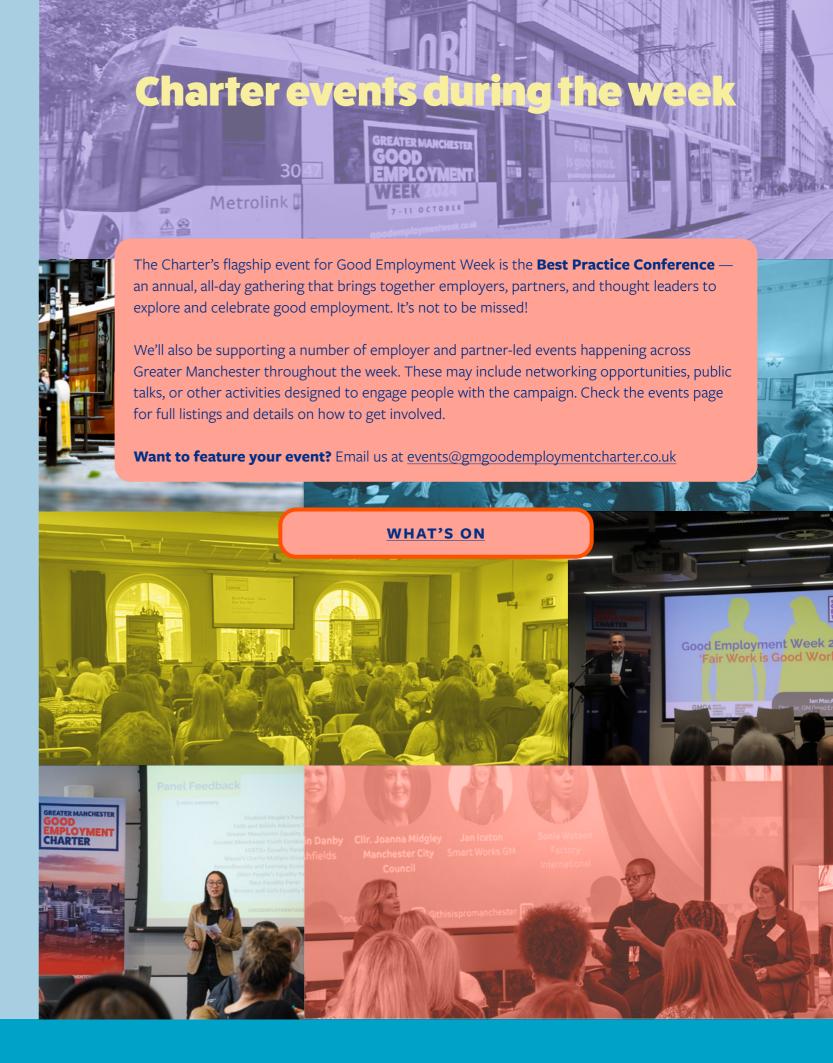
**DOWNLOAD** 











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### 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 <a href="mailto:events@gmgoodemploymentcharter.co.uk">events@gmgoodemploymentcharter.co.uk</a>

### 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, coworking 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.

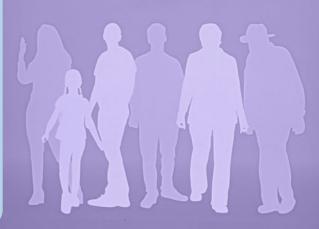
• Email <u>contact@gmgoodemploymentcharter.</u> <u>co.uk</u> to request assets. JCDecaux



Fair work is good work.

Play our game and find out!





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