



Inclusive

GETTING INVOLVED WITH

Good Employment Week

#GoodEmploymentWeek

Trusting

What does your Work Feel Like?

Welcoming

Evolving

Chaotic

Fragmented

Hybrid

Caring



PARTNER PACK

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 **5-9th October 2026**.

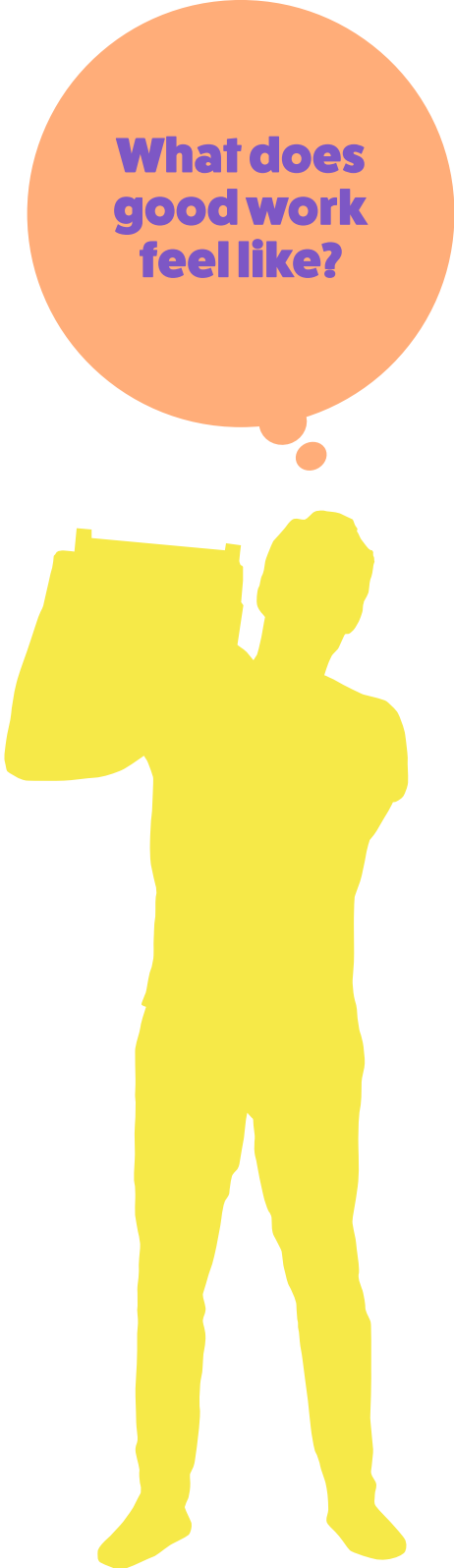
Each year, we focus on engaging directly with employees — and in 2026, we're doing so with an engaging new question: **“What does your Work Feel Like?”**

This year's campaign aligns with the upcoming changes to the **Greater Manchester Good Employment Charter**, where we look to develop beyond our standard characteristics, and seek to set standards for Good Employment Culture, moving beyond the basic building blocks and recognising sustained employment excellence throughout an organisation.

To support this, we're launching the **‘What does your Work Feel Like?’ word cloud** — a short, interactive engagement piece for people to reflect on how their work feels. This will allow us to gauge the public's awareness and understanding of the culture in their work.

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**What does
good work
feel like?**

Message from Ian MacArthur



"Good employment isn't just contracts, policies and legal rights. **It's also about how work feels day to day.** Whether people feel valued, supported and able to thrive can have a profound impact on their wellbeing and performance.

This Good Employment Week, we're inviting people across Greater Manchester to reflect on one simple question: 'What does your Work Feel Like?' Through this campaign, we'll build a picture of workplace culture across our city-region, helping us better understand the experiences of employees and the environments that enable people and organisations to succeed.

The responses we receive will help shape the next stage of Greater Manchester's good employment journey, as we continue to explore how positive workplace cultures can support both productivity and wellbeing. I encourage everyone to get involved – and help us create a Greater Manchester where good work isn't just something people do, but something they can genuinely feel."

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



160+
Members



3,390,000
Employees impacted
**233,000 of which are in
Greater Manchester**

What does your Work Feel Like?

LAUNCHING 5TH OCTOBER 2026

Purposeful

Respectful

Structured

Independent

Organised

Collaborative

Corporate

During Good Employment Week, we're inviting people who work in Greater Manchester to share what their work feels like, helping us build a picture of workplace culture across our city-region.

Launching on 5th October 2026, the campaign asks participants one simple question: **“What does your work feel like?”** People can choose five words that best describe their experience of work from a range of positive, neutral and negative terms.

Every response will contribute to a live Greater Manchester Work Culture Mood Board, creating a real-time snapshot of how people experience work across the city-region. By taking part, individuals can help inform the future of good employment in Greater Manchester and support a wider conversation about the workplace cultures that help people and organisations thrive.

Participants can also enter a prize draw to win an iPad by providing their contact details after completing the activity.

HAVE YOUR SAY

Get involved

Help us spread the word about Good Employment Week 2026 across your networks — from social media to newsletters and press.

What's in the packs?

Pre-Week Pack

For use before 5 October — 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 5 October onwards — focused on the core campaign.

- Social media graphics and suggested posts
- Newsletter and press release copy (main campaign)
- 'GEW Word Cloud' 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



Charter events during the week

The Charter's flagship event for Good Employment Week is the **Best Practice Conference** — an annual, half-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



[LinkedIn](#)



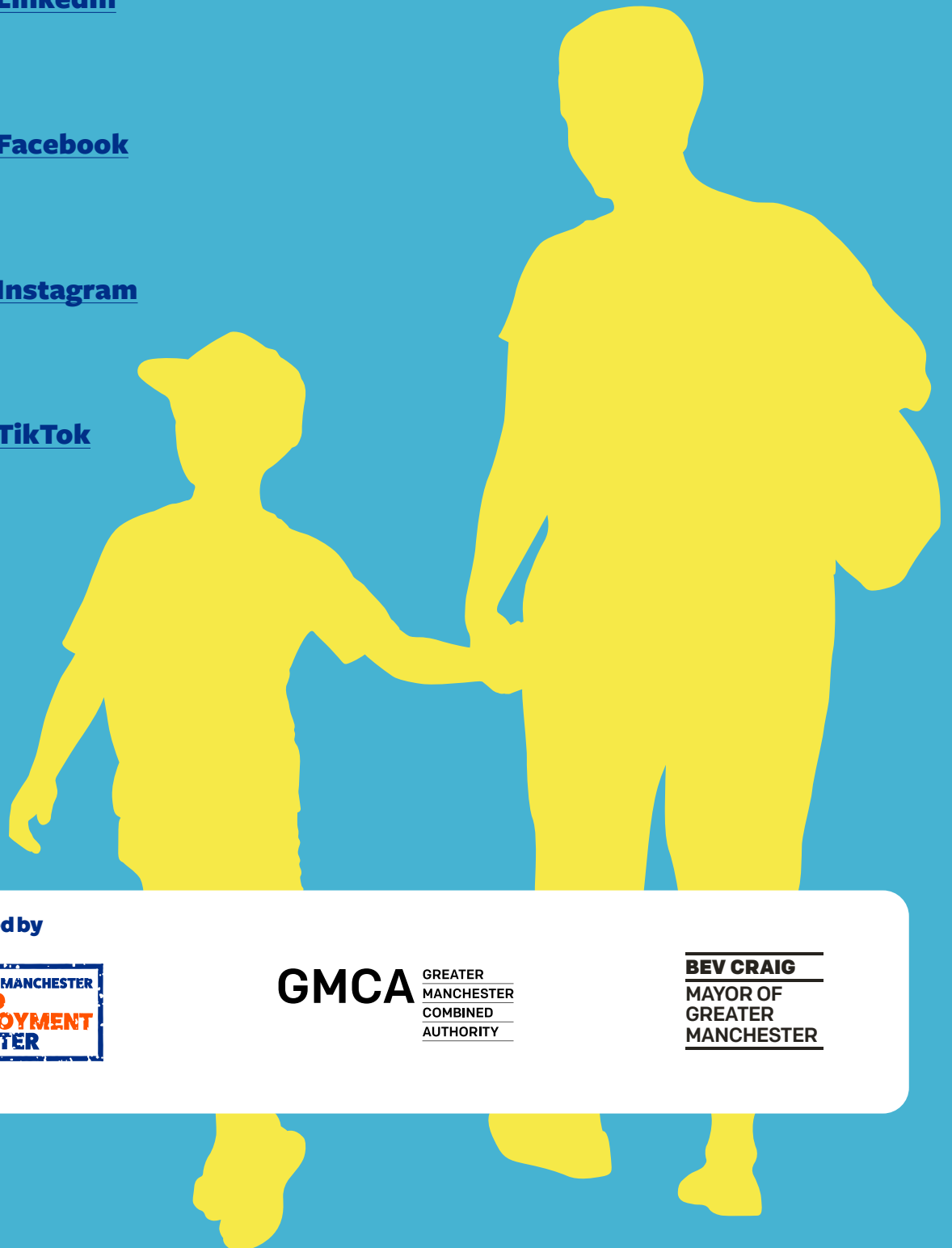
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BEV CRAIG
MAYOR OF
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GOOD EMPLOYMENT WEEK