

One Day today



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“One Day places gender equalities as a critical driving force for recovery and a more caring economy. Its approach is innovative – a small group of women came to together for only one day to discuss how to improve women’s access to services, pay, work and impressively resulted in recommendations but also how to implement them. Building on the work of the Women’s Budget Group, a new narrative for gender-equalities emerged and critical actions such as investing in the local social economy and a caring economy. A must read for all Local Enterprise Partnerships.”

Professor Su Maddock

Chair of BeBuckfastleigh CIC, Devon

One Day today

September 2021

Foreword

In 2019 the cabinet membership of the Liverpool City Region Combined Authority was all men. It didn't have a single woman eligible to vote on its most important decisions. I was beyond furious. And when I read the industrial strategy and its funding priorities, pouring over 90% of our money into companies run by men, employing 90% men, my anger boiled over into action. That's how One Day started.

How to start a women's revolt – boil our anger.

I had already spent a year, with some of the other One Day founders, asking for small changes. We got a nod, but when it came to giving women a vote on the Combined Authority it wasn't possible, because the men on the Combined Authority had written a constitution and the constitution said 'no'.

And when it came to changing the funding priorities – to invest in, say, care instead of construction, it wasn't

possible – because the men on the Combined Authority (CA) had agreed a strategy about what was important to them, and the strategy said 'no'. And when it came to giving money to projects led by women it wasn't possible, because the men on the Combined Authority had set up an appraisal committee full of important men, who know what it takes to do important things, and the appraisal committee said 'no'.

That's what systemic gender bias looks like.

So we went rogue. We formed our own authority – One Day. We agreed what was important to us – One Day priorities. And then we set about supporting women to deliver what's important.

Some of the achievements of women in the group over the past year include keeping care homes, threatened with closure and sale, open – mid-pandemic; joining a LEP board and being selected to chair it; getting promoted to senior roles in the city's institutions or resigned because those institutions

wouldn't change. The regions MP's invited a presentation of the One Day report and gave it their support. Women complained when innovation funds excluded them: more women getting funds in the second round.

As for votes on the Combined Authority and who says what is important... In 2020, Janette Williamson was elected leader of Wirral Council and became the first woman with a vote on the Combined Authority. In 2021, Joanne Anderson became Liverpool City Mayor and joined the CA as the second voting woman. In May 2021, CA Mayor Steve Rotheram made Janette Williamson his first ever Deputy Mayor. We are making progress.

So, be bold – but also be prepared to be difficult and complain. It's our unwillingness to fit in to the system and cultures that aren't designed for us, that change them. As we forge a way in, and through, those systems change, and we create paths others can walk along.

It hurts to be the first. Many of the women who have helped write One Day,

and the 100s more who are now helping deliver it, have been the first. Thank you all for creating paths other women can follow. Now let's make more progress.

**Erika Rushton,
Creative Economist, September 2021**



Executive summary

One Day is a civic group, formed to improve inclusive growth in the Liverpool City Region. Its specific aim is to increase the visibility of women who work in the region, by lobbying Liverpool City Region Combined Authority and advocating for change.

This report is a pilot project led by One Day and funded by Liverpool John Moores University (LJMU) as part of Research England's Strategic Priorities fund. Its purpose is to build on the voluntary actions and activity sparked by One Day and formalise and deepen partnerships and collaborative opportunities. It highlights the importance and need for more evidence-based research and data broken down by gender and race, which can better support policy making at a local level to be more effective. LJMU is committed to continuing this partnership and research support. This report is largely aimed at the Liverpool City Region Combined Authority. We also hope that others may see this as a call to action and use it to drive accountability in their regions.

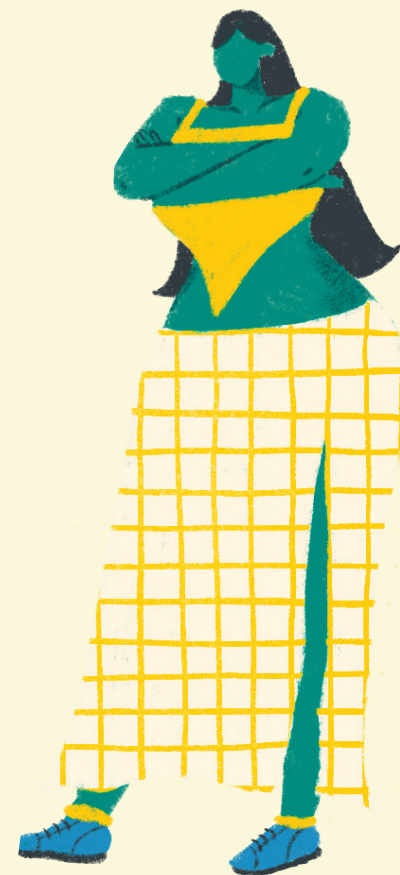
England's combined authorities have significant economic responsibilities as part of the devolution agenda. They have a collective influence on regional economic decision-making and a portfolio that includes transport and spatial planning, post-16 skills training, business support services and economic development.

The Combined Authority (CA) plays a crucial role in leading the recovery and growing economically out of the coronavirus pandemic and we welcome the LCR CA's Corporate Plan for 2021-2024¹. This plan sets out a desire for a fairer, stronger, cleaner city region, where no one is left behind. We now urge the CA to put this into action, embed the results of this report in policy and planning going forward. We have provided case studies and evidence of the potential for scale in Liverpool City Region's economy, when roles carried out by women – 51% of the local population – are championed and supported.

This evidence identifies a lack of investment in women-run businesses; the disproportionate impact of the Covid-19 pandemic and furlough/SEISS on women locally, and a lack of representation, whether in the boardroom or a strategic local government level. We recommend using data separated by gender (and other protected characteristics) to fully understand the impact of current decision making, reduce the gender pay gap and create transformational systemic change. And we continue to remain vigilant and campaign for a safer environment for women to live, work and travel in.

The evidence shows that diversity is a powerful economic driver. We must use this knowledge to grasp these advantages and support ALL 1.6 million citizens of Liverpool City Region. A more inclusive city region will be a better one for everyone – higher economic growth must mean higher wellbeing for all.

¹LCR CA corporate plan 2021-2024:
<https://www.liverpoolcityregion-ca.gov.uk/corporate-plan>



The report concludes with a fundamental ask of the Combined Authority – to establish a Women’s Economy Board (WEB), with a remit to hold it accountable – not only on behalf of women, but all of use who live and work in the region.

Our research is captured in ten objectives. This is a summary of what we want – how it can be achieved is detailed in the following pages.

1 Women in leadership and more diverse representation in all civic duties.

2 Women-led projects – because diversity is an economic driver.

3 Invest in industries proven to drive economic growth such as care, hospitality, and culture – and deliver wellbeing at the same time

4 Reduce the gender pay gap across all sectors, particularly large employers of women such as education, social care, hospitality, and retail.

5 Support funding for childcare and social care in the region.

6 Ensure safe environments for women and girls to live, work and travel in.

7 Covid recovery and growth plans to be developed with young and diverse groups of decision makers.

8 All data used to inform policy at the LCR to be separated by gender and protected characteristics.

9 Provide the type of support women want, for those who have been made redundant, furloughed and/ or self-employed and invest in the social economy as a thriving locally-rooted sector.

10 Embed foundational economy principles, investing in the services and products people rely on to drive the economy

**Dr Fiona Armstrong-Gibbs,
Liverpool John Moores University, September 2021**



The evolution of One Day



In 2019 we came together for ‘one day’, to write a response to the LCR Listens Industrial Strategy consultation. After the publication of our first report, we started to work collaboratively with the Combined Authority to further explore the evidence base and provide recommendations to harness gender equality as an economic driver within its local industrial strategy. The global coronavirus pandemic has had a profound effect on us all throughout 2020 and 2021, and this works aims to capture data and evidence and offers an action plan to sustainably rebalance our regional industrial economy.

If left to its own devices, an industrial strategy will exclude women and destroy the environment in the pursuit of industrial growth. So, while the UK government considers its position on industrial strategies and climate action, this is an opportunity to add our perspective.

What next?

Grounded in our four principles (see page 11 and 12), the first report in 2019 offered 26 recommendations to the LCRCa, which you can see on our website. As we emerge from the pandemic, there is overwhelming evidence to suggest we must implement a series of measures that will deliver positive social and economic outcomes for the city region. The global pandemic and subsequent actions are having a profound impact on women.

In the first report we highlighted the social care sector, education, hospitality and many more organisations who are large employers of women. Our recommendations, pre-pandemic, was that the social care sector needs large scale investment to increase socio-economic productivity, a view also supported by the Women’s Budget Group response² in the early days of the pandemic.

It is now clear what happens when a sector is not viewed as an economic priority and lacks investment. It is in high demand, but offers low paid, insecure and highly hazardous work. The individual crises of lower pay, low valued work and unpaid

care that have historically been so acute for women have now collided.

A care-led recovery is necessary. We are not alone in our findings and proposal; President Biden³ has also recognised care as part of core infrastructure spending in the United States.

In this second report we reflect and refine the original recommendations. We have gathered more data from a larger group of women and, most importantly, offer an action plan and road map with objectives and measurable outcomes.

We have identified knowledge gaps for everyone involved in policy and decision making around behaviour towards gender, diversity, and inclusive economic thinking. There are ten recommendation with workable initiatives to help the city region’s leaders and policymakers embed the One Day goals for all of us. We will reflect, review, and recommend again in 2022.

2. A Care-led recovery from Coronavirus (2020); Women’s Budget Group: <https://wbg.org.uk/analysis/reports/a-care-led-recovery-from-coronavirus>

3. The American Families plan: <https://www.whitehouse.gov/briefing-room/statements-releases/2021/04/28/fact-sheet-the-american-families-plan>



The core principles that guide One Day

1 Establish the foundations of an equitable and inclusive economy – We recognise exclusion, poverty and ill health are major barriers to prosperity and hinder productivity. For every citizen to be productive, contribute to growth and have a share in prosperity they will require:

- Right to a decent income
- Right to a home
- Right to a valued role and to contribute
- Right to equal health and safety
- Right to equal promotion

Without these, the region's economy is restricted.



2 Define growth in themes, not sectors. It is how we do business, rather than what business we do, that will deliver an inclusive and prosperous region. The world we want to live in is:

- diverse
- caring
- creative
- social
- sustainable
- safe



3 Change the lens and collect the evidence – we use evidence and gendered data in decision making. The Women's Budget Group, ONS and many other mainstream, gender and diverse economists have published extensive insights and quantitative data to support strategic decision making and policy development.

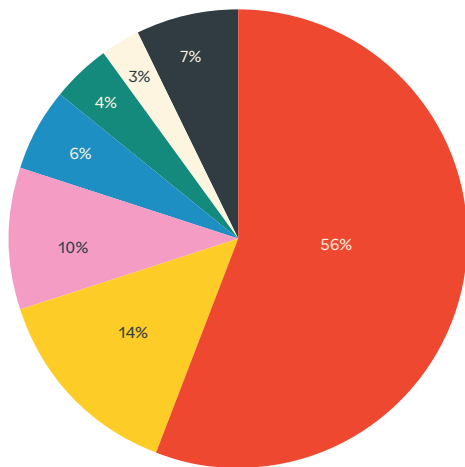
4 Change the metrics. We accept financial measurements such as GDP, GVA and profit are useful in some cases, but we should measure what makes life worthwhile. Conventional economic measures often exclude areas of the economy that are given but not sold, like unpaid care. They can also be focused on the extraction of wealth, and have a negative impact on our communities. We also recognise that continuing to follow a conventional industrial plan – with its focus on construction, manufacturing, automotive etc. – will have a negative impact on climate change, and challenge the city region's zero carbon goal of 2040.

Our emerging Prosperity Indicator includes:

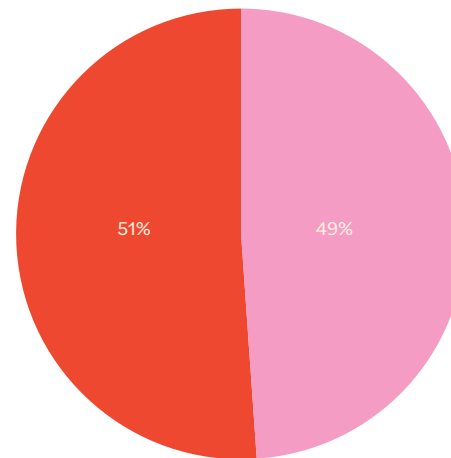
- Regional self-sufficiency and inclusive growth
- Equality of opportunity and access
- Social and environmental impact
- Wellbeing, belonging and reciprocity
- Fresh, clean air and a healthy environment

Who are the One Day voices in 2021?

We are now over 100 voices across the six boroughs of the city region. 56% of the respondents either live or work in Liverpool, 14% in the Wirral and the remaining are based in Sefton (10%), Knowsley (6%), St Helens (4%) and Halton (3%).



Over **70%** of the respondents were **40 – 60+ years old** and 68% were full or part time employed across a variety of sectors – health, education, arts, business support and many more. Amongst them are **local business leaders, educators, charity CEOs and health professionals, students, and creatives.**



96% of respondents are economically active; the majority had engaged in learning or some form of personal development during the pandemic and 51% are responsible for the unpaid care and wellbeing of someone else – most commonly children or the elderly.

Most of the respondents were not furloughed during the pandemic, however for the nine respondents that were, we dug deeper and explore this issue with the Women's Budget Group on its pilot local data project (further details on page 40–41).

Overall, respondents are politically engaged, experienced and educated. They do not believe enough is being done for themselves or other women in the region and failing to address these economic inequalities means everyone in the region will lose out.



Our 10 objectives

Through our research we have developed ten key objectives – a road map for the Liverpool City Region Combined Authority to follow over the next year to address gender equality. In 2022 we will measure these ‘key results’ and ask one simple question: was this achieved or not?

Objective 1: Women in leadership and more diverse representation in all civic duties

Women leading in business

Women make up 46% of the total UK workforce, but women leaders in the for-profit sector make up just 18%. In the social enterprise workforce they make up 66% – but women leaders of social enterprises are only 40%⁴. Research by Catalyst⁵ also shows that companies with the best gender representation on their boards also generate significantly higher returns and equity than those

with few or no women. Moving from all male to a gender balanced leadership has been shown to boost revenues by 41%. Firms with gender balanced leadership teams are at least 15% more profitable, always outperform their peers, and are 20% less likely to go bankrupt by adding just one woman to the board.

This isn't good enough – we don't want to be the only woman in the room any more.



4. Richardson and Tsui (2017); Activist to entrepreneur: the role of social enterprise in supporting women's empowerment. British Council: <https://www.britishcouncil.org/research-policy-insight/research-reports/activist-entrepreneur-social-enterprise-women>

5. Women in the Workforce (2021); Catalyst: <https://www.catalyst.org/research/women-in-the-workforce-global/>

Women leadership in civic duties

Civic leadership is not much better. England currently has one female combined authority mayor – Tracy Brabin West Yorkshire. The other nine are men. Of the 31 candidates standing in the recent English 2021 elections for mayoral roles, only six identified as women.

Women make up 51% of the region's population, but most council leaders with responsibilities on the combined authorities are also men. This is a huge problem for the representation of women in political and economic leadership. In most cases, the gender of the people in the room where the decisions are made does not reflect the gender make-up of the people those decisions affect.⁶ Change happens when different people lead. In 2020, Cllr Janette Williamson, Leader of Wirral Borough Council, joined the CA and became Deputy Mayor. In 2021 Mayor of Liverpool Joanne Anderson also joined the CA.

Key results

- All women shortlist for public board and elected roles at the CA until 50:50 is reached
- Each local authority leader, LEP, Police and Crime Commissioner and Merseytravel do the same in their authority for cabinet roles and senior appointments.
- Leadership is a form of visual communication - disseminate through media channels where there is success (highlight women and women of colour in leadership positions) in business, community, and civic sectors



6. Dr Paula Keaveney at Edge Hill University in her report Breaking the Glass Ceiling – Can Devolution deliver? <https://research.edgehill.ac.uk/en/publications/breaking-the-glass-ceiling-can-devolution-deliver>

Objective 2: Identify and fund more women-led projects

It's well known that women in the region are frequently operating below their potential – and this is holding back productivity and growth.

“The higher education participation level for young women in the UK has now reached 56.6%, compared to only 44.1% for young men... but the difference between male graduates and female graduates is stark: the estimated gain to the exchequer of individuals attending HE is around £110k per student for men and £30k per student for women.”

reported the Higher Education Policy Institute⁷ in 2020.

Despite being as well educated and highly skilled as men, women are paid less, on average, across all occupations and sectors. (Objective 4 explores the gender pay gap in greater detail.)

Women typically work in sectors that are considered to have lower levels of productivity, in its purest sense, and are more likely to work part time. In line with national and global evidence, we also see that the more senior the role, the number of women in management reduces – even in female dominated sectors.

Extensive evidence from the Women's Budget Group, the World Economic Forum Report and studies by KPMG, Catalyst, Deloitte⁸ and Goldman Sachs, to name a few, all tell us that 60+% of UK new growth can be attributed to women – and that is nearer 80% when gender balance is supported through policy or law. Deloitte projects that a

£100bn boost to the UK economy can be achieved just by ‘narrowing’ the gender gap over the next ten years.

Diversity is an economic driver. Women-led projects must be normalised, prioritised, and funded. Support starts through pipeline development, explored in objective 10, and continues when you change the metrics and look beyond GVA, GDP of short-term financial growth.

Women-led projects have emerged from the pandemic and initial positive actions are happening. The Nia Black Business Hub (NBBH) is an innovative action research project led by the Kuumba Imani Millennium Centre, in partnership with The Women's Organisation. The NBBH will be the LCR's first business incubation and support hub that focuses on supporting potential and existing Black-owned businesses, enabling members of Black and diverse ethnic communities to start and grow their own businesses.

New definitions of health care innovation should also include health

tech and support for women led projects addressing this is essential [see Jen Fenner Push to Talk: <https://www.defproc.co.uk/update/weve-got-a-solution-to-loneliness-during-covid-19-but-we-need-your-help/>].



Key results

- Acknowledge and account for the economic contribution of women-led sectors such as the social care sector and the beauty and wellbeing industry
- Continue to prioritise a positive action plan pipeline for women and people from Black and diverse ethnic communities
- Identify and address the causes of lower take-up by women in traditional start and scale-up environments: business structure, caution, and gender bias

7. Mind the Gap, Higher Education Policy Institute: <https://www.hepi.ac.uk/2020/03/07/mind-the-gap-gender-differences-in-higher-education/>

8. <https://www2.deloitte.com/content/dam/Deloitte/uk/Documents/Growth/deloitte-uk-gender-pay-gap-report-2019.pdf>

Objective 3: Invest in industries proven to drive economic growth and deliver wellbeing at the same time such as social care, hospitality, and culture

There has been progress for women globally and within the UK. Pre-pandemic, reports suggested 60% of all new growth came from women – and this increases to 80% when a gender and diversity policy framework is put in place. At a local level, some of the biggest economic successes, highlighted in the Combined Authority's own strategies and documents, are notably led by women or gender-balanced teams (see Kindred case study on page 45), which shows that the pandemic has further highlighted the potential of women to lead economic responses and recovery that balances care with economics.

Social care

Care has now been recognised as an important sector and the role of women has been recognised as a visible force. The Women's Budget Group reports that, in the UK, the care sector is dominated by private providers with a focus on profits and cost minimisation. Its secondary consideration appears to be appropriateness of the care provision.

"Investment in care is needed not only to transform our broken social care system, but is also a good way to stimulate employment, reduce both the gender employment and pay gaps and counter the inevitable economic recession as the UK comes out of lockdown," said the Women's Budget Group in 2020.

Investment in care would create 2.7 times as many jobs as the same investment in construction. Not only does it create jobs directly in the sector where the investment takes place, but generates knock-on employment effects on other sectors, including indirect employment in supply chain

and induced employment in industries supplying goods and services to households, like food, clothing, and entertainment.⁹

Investment in care is greener than in construction, producing 30% less greenhouse gas emissions. A care-led recovery is a green led recovery.²

Hospitality and culture

The hospitality industry is a foundation of Liverpool's cultural identity and recent economic growth, with wider impact across the region through its supply chain and employment. It underpins and enables our core economic drivers; digital, creative and arts sectors as well as retail, placemaking and tourism. Lack of investment in the hospitality sector will undermine recovery in other sectors that it serves.

Much is discussed about the lack of women-led projects to invest in, but we suggest that where there is a gap, it is the responsibility of the funder to level up locally by targeting all pre-

development funds on an equity basis, to develop a pipeline of quality projects coming into the system.



Key results

- Redefine innovation criteria from a feminist standpoint and use this new definition to select pre development and full bids
- All LCR investments to have least 30% women on their executive boards with a target of 50% within three years
- Support mechanisms that invest in the care sector on the same scale as construction investment and the physical redevelopment of our city region

9. Dr Jerome De Henau and Prof. Susan Himmelweit; A Care-Led Recovery from Coronavirus: The case for investment in care as a better post-pandemic economic stimulus than investment in construction; Women's Budget Group, June 2020

Case study: Innovation in Liverpool City Region

When the LCR CA was formed in 2017, 80% of projects supported were known to be led and/or owned by men, and the public resources granted to the CA were being invested in sectors that employed between 82% and 98% men. Public questions were asked, and assurances made, that change was imminent and equality impact would be considered. This prompted the 2019 One Day report and the CA's commitment to this change at its launch event in March 2020.

During the summer of 2020 the CA launched the Future Innovation Fund, £3m aimed at SMEs to innovate, adapt and diversify – in response to, or in spite of – the challenges and

opportunities presented by the pandemic and its impacts on the economy and society. This exciting and much-welcomed fund received over 240 responses to the first pilot £1m tranche.

On publication of the successful recipients of the first round, it became apparent that most of the £1m fund was allocated to male-owned and led businesses. Several women-led businesses and women leaders shared their concerns with the One Day group and asked it to coordinate a response. Based on a One Day audit of information available at Companies House on the 14 companies, there were several findings, largely centred around the lack of gender diversity in company leadership.

Nine companies did not have any female directors, four were mixed but majority male and only one had a single female director. It was not possible to conduct further analysis on the ethnicity of the directors at that stage.

The Combined Authority wanted to support innovative companies but ended up funding a very narrow definition of innovation. One Day's response reiterated the need for a fundamental system change, as the assessment process was inherently gender biased and ignored the diversity,

resilience, innovation from women and other diverse groups.

The CA responded with an 'enthusiasm to act' and an acknowledgement that the pilot was rushed and, now tested, had the ability to change.

Through this process of complaint we had revealed how deeply gender inequality is embedded and how much work LCR and other funders must do to change this.

It is the role of One Day to call out the fundamental and continuing gender discrimination that is evidenced in the outcomes of the first 'innovation' fund round. This is not about women trying harder or being more innovative. It is about the investors taking responsibility, changing the definition of 'innovation' and designing systems that work for all of its constituents.

It must commit to 'equality of outcomes' in future funding rounds and allocations: use the evidence, when things fail for women and other diverse groups; take remedial action to ensure such severe inequity is never repeated. When the awards were announced for round two in October 2020, it was pleasing to see a broader group of diverse recipients from difference sectors across the region.

This 'gender blindness' can be addressed by governments and funders.

Those who apply for public funds should be prepared to be inclusive and address of society's problems. Social and technical innovation can work in tandem. Funding conditions could incentivise

leaders and research teams through a requirement of gender-balanced teams. Excluding women from research, development, and innovation means products and solutions will not reflect their needs and preferences.

As has been well documented, some seemingly gender neutral 'innovations' are biased towards men's bodies, such as virtual reality headsets and smart watches that were initially too big for women's bodies. As we emerge from a global health crisis and look to develop metrics that matter beyond money, we must consider the serious health and safety implications. These mistakes have already been seen in the use of crash test dummies, designed to protect men but cause further injury to women during accidents. Inclusive teams are innovative and can address post-pandemic growth.

Objective 4: Reduce the gender pay gap across all sectors, particularly those large employers of women such as education, social care, hospitality, and retail

The gender pay gap is the percentage difference between the average hourly earnings for men and women and is persistently greater for women, particularly as they get older and more experienced.

The World Economic Forum¹⁰ estimates that at the current rate of progress (in the 156 countries monitored including the UK) it will take 267.6 years to close the economic gender pay gap globally.

In the case of the UK, its gender equality ranking has fallen significantly in almost

all key gender equality indicators over the last 15 years, its overall ranking fell from 9 to 23. Although it leads on educational attainment, the fall in rankings is due to low levels of political empowerment, (despite head-of-state positions) and limited number of senior and managerial positions taken by women in the UK (36.8%).

In the UK, London's gender pay gap is the worst at 30.4% – but regional cities are not much better¹¹. Birmingham's stands at 17.8%; Leeds at 16.3% – at 15.6%, Liverpool is the fourth worst. Compared to men, women in Liverpool work 38 days every year for free. Furthermore, research by the TUC identified the gender pay gap is twice as large for women in their 50s as it is for women overall. This is not acceptable for our region.

If our economy is to grow and be sustained, this must be addressed.

10. Insight Report (March 2021); World Economic Forum 2021 Global Gender Gap report: http://www3.weforum.org/docs/WEF_GGGR_2021.pdf

11. Research reveals which UK city has the biggest gender pay gap (2019): <https://www.openaccessgovernment.org/biggest-gender-pay-gap/72477/>

An education sector example¹² from the Women's Budget Group tells us that "Women continue to earn less than men at all levels of the education sector and are, proportionally, less likely to be in senior roles than men. The biggest gender pay gap – 31.7% – is among staff in Academy and Trust schools.... The gender pay gap for university staff is on average 13.7% and women are under-represented in senior roles," it reported this year.



Key results

- Annual publication and hold to account a list of all large organisations in the region that report on the gender pay gap. Consider embedding principles from the WEF Gender Gap Accelerators (<https://www.weforum.org/projects/closing-the-gender-gap-accelerators>)
- Each borough to re-value care workers on minimum salaries and put pay progression plans in place
- Highlight good practice, support, and communicate success (profile women)

12. Education and Gender: <https://wbg.org.uk/wp-content/uploads/2021/03/Education-gender-and-Covid-19.pdf>

Objective 5: Support funding for childcare and social care in the region

Childcare is a core infrastructure of economic productivity in the UK: it is as important as our roads, railways and signposts. However the availability, affordability, accessibility, and quality of childcare is totally inconsistent with most family's needs. It highlights and reinforces inequalities in the workplace and during the pandemic it has been made worse for women. Women were less economically productive, as they slowed and stopped to look after children and home-school.

Between April 2020 and March 2021, the number of childcare providers in England fell by 2,940, from 74,983 to 72,043 – this needs further local research to identify area specific issues. "Any plan to build back better after Covid must address the crisis in the childcare sector, or it will continue to fail the children who are locked out of

critical early years development and the mothers who rely on it to undertake paid work." WBG, 2021¹³

Across England, 46% of mothers being made redundant said that lack of childcare was a factor in their selection for redundancy and 72% have worked fewer hours and cut their earnings due to lack of childcare.

Historically, this lack of infrastructure investment has a two-fold impact; businesses who employ women are denied the diversity, productivity and potential growth women bring to the workforce and the women themselves are denied the economic independence. A better system of support is needed for those with care responsibilities at home and earning a decent salary – it should not be one or the other.

Supply was not keeping pace with demand. Just over half (57%) of local authorities in England had enough

13. Losses in the Childcare sector (2021): <https://wbg.org.uk/wp-content/uploads/2021/05/Losses-in-the-Childcare-Sector-2021-1.pdf>

childcare for the children whose parents work full-time and just a fifth (22%) had enough for the children of parents working atypical hours.



Affordability was a key issue. Childcare costs were around 30% of the income of dual-earner couples on median incomes and around 20% for 1.5 earner couples (WBG, 2021).

The impact on working women has been particularly bad. A TUC survey¹⁴ in January 2021 states that seven out of ten women who requested furlough because they had to balance home schooling were turned down. Women have had to reduce their hours, and some have left the labour market.

Key results

- Create an innovation fund/ accelerator programme for care providers for piloting new business models (including metrics from a prosperity index – wellbeing, health, mental health etc)
- Actively hold to account all six local authority's management of childcare provision, providing messages to embed the principle that childcare is a core infrastructure of economic productivity
- Assess the CA and other large organisations in the region, including those in receipt of CA funding, what care provisions do their employees need and highlight good practice if available

14. TUC poll: 7 in 10 requests for furlough turned down for working mums (2021): <https://www.tuc.org.uk/news/tuc-poll-7-10-requests-furlough-turned-down-working-mums>

Case study: A care led economy from cradle to grave

'Social reproduction', considers those who nurture and produce us 'socially'. This is the unseen and unpaid care responsibilities of the family, known as unpaid labour and often assigned to women, explains Professor of Economics Stephanie Seguino in 2020.

51% of our One Day survey respondents said they were responsible for the unpaid care and wellbeing of others.

Seguino's research¹⁵ considered the impact of an industrial policy development on gender and suggests that "countries that constrain investments in social

reproduction (i.e. childcare) may pay a cost due to lower labour productivity growth."

She also found that globally, when jobs become less labour intensive and better paid, they end up being disproportionately allocated to men. Despite educational attainment gaps closing for women (with more women graduates) there is a continued process of de-feminisation happening in our industrialised world.

However, if we fund our social infrastructure, it becomes a route to health and wellbeing as well as economic productivity. It is essential and evidenced through organisations like...

15. Stephanie Seguino (2020); Industrial Policy and Gender Inclusivity. The Oxford Handbook of Industrial Policy

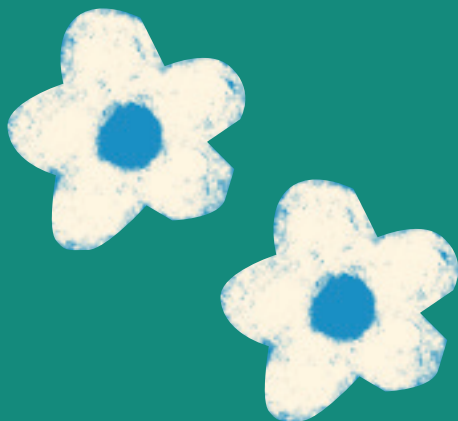
Beautiful New Beginnings CIC – rapidly shifted to ‘mother and baby’ Zoom classes during the pandemic, supporting new mums and offering ante- and post-natal sessions to over 500 people during lockdown. This is vital new service, in place of traditional services that have been decommissioned during the pandemic. It supports expectant parents, tackles depression and wellbeing as well as essential infant development.

Catalyst Choices CIC in Warrington – staff have been enabled to buy back care homes from the private sector owner and now operate as a Community Interest Company.

The Me2U Centre, based in Kirkby, provides person-centred dementia care that enables people with dementia to live well in their homes. The centre provides support to their carers and creates rewarding careers for people in the care industry. Me2U now plans to open a

second site in the city region, which will include a training academy to support all care homes across the city region to share their worthwhile mission, vision and values.

Award winner Debbie Bennet set up her funeral company in Prescot and offers a professional and empathetic service for bereaved families. A woman-led business in the heart of the community, she now covers three sites and continues to provide a professional and care-led service.



Objective 6: Ensure safe environments for women and girls to live, work and travel in

When women are safe at home, travelling to work and at work, they make a better contribution to the economy. Some employers have begun to put policies in place to support domestic abuse, but unless they are communicated well, they are ineffective. Domestic abuse creates employee absence, lowers productivity, and holds women back from fully contributing to the economy, perpetuating their dependence on others.

Domestic abuse

Domestic abuse policies and responses are only effective if they are established with specialist and expert collaboration. We fully support all service providers, the Police and Crime Commissioner Emily Spurrell, and Serena Kennedy, Chief Constable of Merseyside Police in prioritising domestic abuse in the region.

Risks can increase if employers do not know how to respond to both survivors and perpetrators and they may have both in their employment. While it is good to see several initiatives have started, with large organisations such as LJMU providing domestic abuse training for staff and students, it is often the women who are disproportionately impacted and can be forced to leave the workplace.

BEISS’s 2021 report¹⁶, Workplace support for victims of domestic abuse report, says: “Lost productivity and absence linked to domestic abuse can mean significant economic losses for individuals and employers. Research by Vodafone and KPMG found that the potential loss of earnings per female victim of abuse is £5,800 each year, stemming from the negative impacts on career progression. Meanwhile, UK business lose £316m in economic output each year as result of work absences related to domestic abuse.”

16. Workplace support for Victims of Domestic Abuse Report BEISS (2021); Paul Scully MP, Business Minister: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/952445/workplace-support-for-victims-of-domestic-abuse-report.pdf

The WBG has found that 45% of women currently experiencing economic abuse have had a worsening of their education or employment situation because of the perpetrator's actions since the start of the Covid 19 outbreak. One in three survivors (34%) of economic abuse had made plans to change their employment or education situation prior to the outbreak, which have been impacted by abuse during the pandemic (for example, no longer being able to afford educational courses).

"Women who lose their jobs become more reliant on their perpetrators and there is less chance of leaving an abusive relationship. This reduces the opportunity of further employment as they become more entrenched in cycle of abuse and are financially controlled by their abuser thus reducing independence," says Caroline Grant, of Liverpool Domestic Abuse Service.

The biggest impact on survivors of domestic abuse is long term trauma. Left untreated, an unsupported woman cannot either return to work or compete for work. They have little to no confidence

or the skills to socially communicate. This is not acknowledged or recognised in any equality assessments currently.

For survivors of domestic abuse, the single most reported barrier to work is a lack of recovery support such as CV writing and skills development in an appropriate and safe environment. There must be a commitment to funding this with specialist services if there is to be a reduction in inequality of access to employment for women in the region. This is the only thing that will improve access to work for thousands of women in LCR, who face this very real barrier to employment.

Mental health and wellbeing

The pandemic has given some women time to reflect, find out who they are and what they want. But many don't have the space to work from home or the human contact we all need. The negative impact of loneliness and struggles delineating work from personal life is becoming more evident. This is supported by research from the WBG – almost half of women (47%)

report that their mental health has worsened since the pandemic began, compared to one third (34%) of men.

"Working in the education sector during the pandemic has impacted the wellbeing of its mainly female workforce and there are indications that infection rates were higher among teachers than the general population," says the WBG's 2021 report¹⁷.

Culture and creativity are human activities and will enable us to rekindle our relationships and heal as we emerge from the pandemic. A plan to support and secure the arts and cultural activities is essential to our wellbeing and health.



Key results

- All six councils and the CA to provide domestic abuse training for staff and use connections in the LCR Employer/ Apprenticeship Brokerage Service to hold employers to account and create better, safer environments for women
- Introduce symbolic male curfews in areas such as public spaces and transport to create safe spaces for women
- Continued and vocal support for specialist domestic abuse services that are focusing on women's employment and skills

Objective 7: Covid recovery and growth plans should be developed with young and diverse decision making groups

Time and time again gender and ethnicity are ignored in economic growth plans, according to research from Revenga and Dooley¹⁸ in 2020 . There is a huge body of evidence and the lived experience from diverse groups should feed into the recovery and rebalancing of the regional industrial economy.

“Women have suffered disproportionate impacts as the result of the coronavirus pandemic... particularly disabled women, women on low incomes, young women, and single women report lower levels of wellbeing and, along with Black, Asian and ethnic minority women, lower levels of financial stability” WBG, 2021

Impact on young women

Young women have been hugely impacted in the hospitality, leisure, and tourism sectors. Research from the Women’s Budget Group¹⁹ reports that, by October 2020, an estimated 1.5 million young women had lost income since the coronavirus pandemic began and 750,000 had been made to come to work despite concerns about their safety. The number of young women claiming benefits more than doubled between March and December 2020. 69% of young women claiming Universal Credit since March 2020 reported they had done so for the first time.

The hospitality industry was already in crisis: European staff returning home due to Brexit and a lack of trained staff prior to Covid-19 impacted service standards and delivery. As a sector is it not always viewed as offering good career options with prospects. Now, with the combined effects of a global

19. Revenga and Dooley (2020): <https://www.brookings.edu/research/the-constraints-that-bind-or-dont-integrating-gender-into-economic-constraints-analyses/>

20. Covid-19 and economic challenges for young women: <https://wbg.org.uk/wp-content/uploads/2020/11/young-women-with-cover.pdf>



pandemic and Brexit, the UK work force has hugely decreased. Employees have left the industry due to redundancy and furlough to find alternative employment in other industries with better working hours, pay and work life balance.

An immediate action plan for our region’s industries is needed and must include the voices of those that have been most affected, particularly young women. Hospitality is a sector that underpins many others and proper training and support could accelerate our recovery, as well as laying strong foundations for the next generation of women.



Key results

- A minimum of 50% women in each group that assesses LCR CA and LEP recovery and growth plans
- Devote pre-development funds on an equity basis to level up – prioritise projects led by women from Black and other diverse ethnic groups, young women and economic migrant women, in sectors that employ women
- Focus on gathering and collecting data from young women – particularly those unemployed and under employed and economically inactive

Objective 8: All data used in LCR policy development and assessment to be separated by gender and protected characteristics

Traditionally much of the local government social and economic population data has not been split by gender, race or other protected characteristics. There are currently over 1.5 million residents in LCR: 49% men (754,541) and 51% women (789,879).

To make smart decisions that get the best results, accurate data is needed. In 2021 the Women's Budget Group challenged the Office of National Statistics to separate their furlough and SEISS data by gender. As part of the Local Data Project²⁰ – we worked with the Women's Budget Group to compile the results on page 40 and there is a clear difference between men and women in the Liverpool City Region.

Data matters, and reporting data at a local level is needed to make the right decisions for people. Failing to do this means that the most effective decisions are not made to benefit most people. All future policies in LCR should be assessed for impact on equality and this is only possible with disaggregated data.

Key results

- All statistical/ population data used to inform LCR economic funding decisions (grants and loans) to be split by gender, race and disability
- Gender budgeting lens to be applied to all funding decisions
- Use evidence from Women's Budget Group, ONS etc. – and where the data is not available, ask for it



20. <https://wbg.org.uk/ldp/>

Objective 9: Provide support to women who have been made redundant, furloughed and/ or self-employed and invest in their businesses to start and grow them

Time and again, we are told that women lack the confidence, skills or experience to progress either as employees or establishing their own business. They are 'offered' training to address the perceived skills and confidence 'deficits'. We need to stop 'fixing women' and create meaningful opportunities, assuming women lack something destroys, rather than delivers, gender-diverse economic activities. This is not simply a case of 'training women to be more confident or get more experience' but uses a gendered perspective to support women in how they define what they need. For many, finding good, safe and secure opportunities and work that

offers a balance with personal time is an achievement in itself. Training is good, but without the opportunities, women are held back.

The pandemic has shown that location is much less important; people now use technology to access jobs they couldn't before – this needs to be enabled. New technology enabled blended engagement, greater training opportunities, flexible working and put mental health higher on the agenda. Digital access and flexibility have given women opportunity to set up new types of businesses – this supports our objectives 1 and 2 – creating those women-led projects and leaders.

Older women

Our respondents highlighted many issues with the fragility of women's employability and noted women falling out of the labour market once they



were in their late 40s and early 50s, involuntarily losing their jobs and seeing a lack of opportunities to re-enter the labour market. Along with an ageing population, the issues for older women have been highlighted in several reports from the TUC, Fuller Working Lives and the Good Work plan in the last decade.

But Liverpool City Region's economy is highly dependent its public sector and anchor institutions such as the NHS Trusts, local authorities and universities for employment. On an industrial analysis, older women are heavily concentrated in administration, education, and health, dominated by the public sector. Over half of 50 to 64 year old women work in this industry²¹, a significantly higher proportion than for other age groups. This, coupled with a rise in the state pension age for women in the last decade, will have a significant effect on women and their economic independence. Other challenges also

need to be addressed in the workplace such as the menopause and unpaid elder care responsibilities.

Apprenticeships

Pre-pandemic, the number of men and women who started apprenticeships in 2018/19 was the same²², but more recent events may have skewed this. Research also needs to address the gender gap into the sectors that traditionally attract women – such as, beauty, health and social care – and make sure that pay and career progression are not hindered as they start their careers.

Hospitality, arts and culture

The combined authority's own research shows the sectors most affected by the pandemic from an economic perspective (those leaving PAYE or furloughed) were in 'accommodation and food services' and 'arts, entertainment and recreation'. 30% of former PAYE employees have already left these sectors, taking up jobs typically in supermarkets and delivery services where hours, pay and culture are better. Up to 24% of employees in the sector

were EU nationals and have returned to EU – it is not expected they will return; 40% of the sector was still on furlough in April 2021 and it is unclear how this will be resolved. The sector has lost up to 50% of its skilled and experienced workforce. As our research with the Women's Budget Group shows, more women have been furloughed than men.

Social enterprise

Liverpool City Region's socially-trading organisations have been recognised as flexible, responsive and resilient growth areas by research from organisations including The Women's Organisation and Kindred (see case study on page 45). They have demonstrated their ability to fill gaps and meet demand where other, more traditional businesses have failed to do so. Currently, nearly one in every ten people employed across the City Region work in the social economy sector. It is thriving and provides significant opportunities for growth and growth of impact, creating better quality jobs and apprenticeship opportunities, delivering vital services, creating new enterprises and leading a green revolution.



Key results

- Identify and address sector pay and progression inequalities for female apprenticeships and carry out a gendered assessment of those in receipt of Small Business Grant Fund and Retail, Hospitality and Leisure Grant Fund (£9.4m in LCR) to establish where inequalities exist
- Provide a reporting route for all women (sector specific) facing redundancy/ made redundant, so metrics can be established, and support networks and services developed
- Develop and implement a £50 million investment programme in the social economy sector to accelerate its growth and the multiplication of social enterprises

21. <https://www.gov.uk/government/statistics/economic-labour-market-status-of-individuals-aged-50-and-over-trends-over-time-september-2020/economic-labour-market-status-of-individuals-aged-50-and-over-trends-over-time-september-2020>

22. Gender Gap in Apprenticeships: <https://www.fenews.co.uk/voices/47512-gender-gap-in-apprenticeships>

Case study: Local data project with the Women's Budget Group February 2021

The gender furlough gap

Across Liverpool City Region women make up 52.32% of those on furlough, despite women being only 47.3% of the overall UK workforce. Data from HMRC shows that 42,900 women were furloughed at the end of February 2021, compared to 39,200 men. The total number of people on furlough in the region at the end of February 2021 was 82,000.

In Knowsley, the difference was even higher, with women making up 54.12% of those on furlough. Women also make up a higher percentage of those on furlough in Liverpool (51.6%), St Helens (52.69%), Sefton (52.5%), the Wirral (53.04%) and Halton (53.73%).

More women than men work in sectors that were shut down like retail, hospitality, accommodation and food services. The city's reliance on the service, and retail sectors means that women have been disproportionately impacted by being put on furlough.

Self Employed Income Support Scheme

There are approximately 4.2 million eligible self-employed workers in the UK, 1.5 million are women and this accounts for 34.8%. In LCR, by the end of January 2021 only 24.4% of all the claims for income support (SEISS) had been made by women (compared to the UK average of 28.8%). 9,200 self-

employed women had made claims totalling £18.6 million, compared with 28,500 claims made by men (totalling £78.6 million).

This figure is lower than the proportion of self-employed women, hinting at issues many women faced in accessing the self-employment income support scheme in the region.

Of those eligible to make a SEISS claim, fewer women than men did so; only 63.4% of eligible women claimed, compared to 71.6% of eligible men. Within each borough, there were fewer eligible women that claimed than men.

In Knowsley (64.23% of women, 73.47% of men), Liverpool (62.2% of women, 73% of men), St Helens (64.7% of women, 73.47% of men), Sefton (65.63% of women, 71.08% of men) Wirral (62.16% of women, 67.9% of men) and Halton (67% of women, 69% of men).

Women also claimed smaller amounts, at an average of £2,000 compared with £2,800 for men. These smaller claim amounts correspond to the fact that self-employed women's earnings are lower than men.

**This data formed part of a pilot Local Data Project run by the Women's Budget Group, <https://wbg.org.uk/ldp/> only available because their researchers saw a national need to disaggregate the data by gendered characteristics. This must continue, as it gives a valuable insight into women's economic position. This is a start, but we need to go much further if the right policies are to be developed with maximum impact.*

National and local tables available at: HMRC: Coronavirus Job Retention Scheme data (March 2021) <https://bit.ly/3dnT8bx>
HMRC: Self-Employment Income Support Scheme data (February 2021) <https://bit.ly/3fuEbgW>

Objective 10: Embed foundational economy principles, investing in the services and products people rely on to keep us safe, sound and civilised to drive the economy

Core to our belief in regional growth is an inclusive, equitable and sustainable economy. There are many emerging practices around the UK and globally and many ways to phrase variations of these strategies, such as community wealth building, democratic or participatory economy, circular economy or inclusive growth, and measures of impact that may be used. But the fundamental objective is to create a system change and move away from neoliberal extractive methods of wealth management and environmental damage, to lock in and encourage the financial profits to circulate around the region for the benefit of our people.

Reconsider the root of the word ‘economics’ from the Greek ‘oeconomicus’ – the science of household management – which was more related to the management of household resources and stewardship of assets. Not long ago women were educated in the subject of ‘home economics’ – managing resources for the good of everyone in their home – when did this change?

Investing in key industrial sectors, where many of the companies are male-led and privately owned, not only encourages but rewards a small number of shareholders and self-interest. Wealth is concentrated in a tiny minority. Whilst we support entrepreneurship, we know there is a plethora of successful hybrid and inclusive enterprises very much alive and well in our region. World recognised exemplars such as Baltic Creative CIC, was led by women and now 12 years later supports the digital, creative and tech industries to thrive in the region and plays a core role in the local economy.

Women led projects such as the Nia Black Business Hub support micro- and small businesses to formalise and

grow, impacting both socially and economically in the region. It is a collaborative approach to strategic and community growth.

True innovation emerges when the right foundations and supportive infrastructure are in place – this enables and empowers entrepreneurs to create, capture and deliver value. We acknowledge that hard infrastructure such full-fibre, gigabit-capable enables productivity – but so would affordable, quality childcare.

We also support and encourage public sector organisations to spend their procurement budgets within Liverpool City Region to stop large amounts of money ‘leaking’ out of the region, and recycling this into meaningful spending in local businesses.

Cllr Janette Williamson, Leader of Wirral Borough Council, is firm on this approach: “A budget is a statement of values – it’s a choice,” she says. “You choose how to spend your money and if we are not meeting our social objectives, then we need to do things

differently. If we are not addressing health, economic, social, mental and environmental inequalities then we’re doing something wrong.”



Key results

- Assessment of how large anchor institutions such as universities, local authorities and NHS trusts procure within the geographic region of LCR
- Apply local economic multiplier measures (e.g. NEF’s LM3) to all projects applying for LCR funds/ public money
- Develop a pilot to monitor the impact of collaborating and networked innovation communities to better understand a hybrid approach of financial and social benefits.



Case study: Kindred – micro-entrepreneurs in Liverpool City Region and collaborative entrepreneurship

Kindred is a social economy lender and community, investing in socially-trading organisations (STOs) across Liverpool City Region, which trade commercially and deliver social benefit. Working with over 150 STOs, it developed a methodology for lending money to social value-led organisations on their own terms, recognising the crucial role these entrepreneurs have in the local economy.

Developed over a five-year period, Kindred's research suggests that a collaborating community of small, but connected, social ventures can offer equitable or better returns for

their founders, communities and investors than traditional economic regeneration or social investment. And so it set out to challenge conventional thinking, building a community of collaborating STOs that now numbers more than 500, on its way to creating the UK's most inclusive economy.

It has committed £1m to an initial 22 social traders, following a non-competitive bidding round.

And women have responded to the approach: in the first round of investments, 46% are women-led businesses, 43% male-led and 11% mixed leadership teams. Pat McCarthy is the CEO of KPAIS, which received support from Kindred for its SHOP project. “Working with Kindred has been refreshingly energising,” she says. “Being involved with a team which has a completely different approach to support has been absolutely strengthening for us. They listened to our offer, understood our value, believed in our vision and have enabled us to take the next steps in our development.”

Supported by Liverpool City Region Combined Authority and Power to Change, Kindred’s members both buy from and invest in local businesses; the local pound stays in the local economy, bolstering skills, jobs and confidence. LCR’s Combined Authority knows recognises its importance. “It’s fantastic to see the

impact it has already had, and the way it is encouraging businesses to work together,” says Metro Mayor Steve Rotheram.

Whilst it’s designed to support organisations that might find it difficult to attract conventional funding, a number of key successes have emerged during its pilot round. STOs fill gaps in supply chains and address market failures that traditional business did not respond to, showing the route to a new economy; STOs offer speed and agility to both the local economy and local communities; and Kindred’s learning results from doing, not theory.

**A new approach
is reaping results.
It’s time to think
different.**

Delivery and accountability

We are creating systems change, pushing for a more equal and prosperous region. We have the power to do this – both as individuals, and together.

Changes happen in how we see ourselves, how we consider our role in society and that of other women, how we see our economic role, and confidence in deciding and taking actions that concern us and other women.

Change happens in our relationships and the power relations surrounding us in our network. It is in our home and our community and includes where we earn our living and spend our money, as well as the local authorities and those that make the decisions for us.

Finally, change happens in a wider context, sometimes casually, without noticing social norms and attitudes and as the beliefs of wider society adapt. More formal changes can be seen in the policy

or legal frameworks that will ground us in a better more prosperous place for all. “The One Day group has found solidarity, common purpose, and friendship...” says Wirral South MP Alison McGovern.

“There are lots of ways women’s lives still need to change and this group is collecting the ways we want life to be different for women. Sometimes activism becomes a big to do list, as if we haven’t got enough to do already. This isn’t about women having more jobs to do, it is about existing in amongst fellow women who want to talk about things and make a difference and we make a difference because we exist and speak out.”

Women’s voices must be heard in all forums where politics and policy happen. One Day is an advocate for women’s voices. 92% of our survey respondents voted in local elections on 6 May 2021, but when they were asked their opinion on engaging with the political forums and leaders in the region, they were less positive. A collaborative approach is required to ensure women’s needs are prioritised in policy.

Our research showed that...

51% strongly agreed or agreed that it is difficult to stand up and voice their concerns in public forums held in LCR and local councils; 27% neither agreed or disagreed and 21% disagreed or strongly disagreed

28% strongly agreed or agreed that current leaders would encourage or support them in public meetings (compared to 32% who disagreed and 41% did not agree or disagree)

55% stated that they would be free to participate in a political or civil group. However, 24% felt they would have to seek permission, 20% neither agree or disagree

When asked if there are now more opportunities for women to become influential in the region's recovery from the pandemic, responses were divided: **35%** said there were more opportunities, **30%** said it was about the same and **35%** disagreed

As advocates for these and many other women, we need to hold to account the work that LCR Combined Authority has started and continues to do. We want to see a Women's Economy Board (WEB) established, with a remit to hold the combined authority accountable – not only on behalf of women, but all of us who live and work in the region.

42% strongly disagreed or disagreed that women's opinions are valued in our community and used to create fairer policies. 30% believed women's voices are valued.

This new board will follow the objectives and key results outlined in this report, track progress and report to LCR CA cabinet annually. We ask the combined authority to:

- **Commission One Day and LJMU to establish a Women's Economy Board**
- **Appoint and empower a non-partisan/ non-political Chair**
- **Gather representatives from all six boroughs, key stakeholders and include a mix of age, race, and educational backgrounds**

Creation of this board will introduce a much-needed pipeline of future women leaders in both business and young women into politics that we call for as our very first objective.

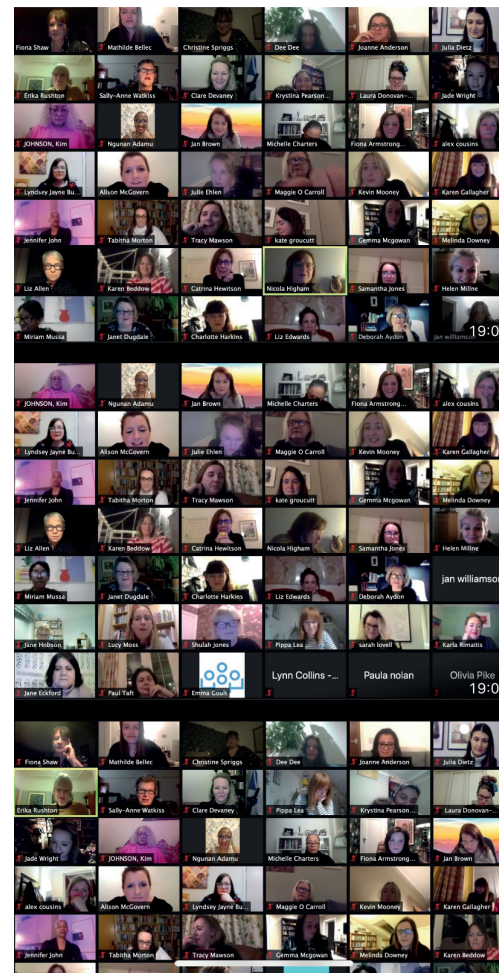


Research methodology

The research for this report began with an International Women's Day 2021 celebration on Zoom. It was an acknowledgment of the many achievements of women throughout the pandemic.

Rekindling our passion and welcoming new voices, the evening included music from a young women's collaborative song writing group, which is driven by conversations of female empowerment and equality. 'We are She' is a composition by Jennifer John and part of the LCR Breaking the Record music programme.

We also returned to some of the original One Day contributors – the rich discussions from these interviews and the Zoom event influenced the questions for a pilot survey which was distributed to over 200 people who had attended at least one of the One Day events. We received 78 responses to the "One Day – Women's economic impact in the Liverpool City Region" questionnaire and have referred to these primary findings in this report. Secondary sources are also referred to from several gender economics researchers.



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Co-producers and contributors



SDGs we are supporting:



UN SDGs we are addressing with this research are 5, 8 and 9.

What's next?



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to create a Women's
Economy Board (WEB)**

writetothem.com

