



OUR MANIFESTO FOR A #FAIRERLONDON

Every day, Londoners are being damaged by something invisible and odourless, but still toxic. It's something we can neither touch nor taste, but it's all around us and we all feel it profoundly. It affects every one of our lives, our friendships and relationships, our work, our homes, our education, our health and our chances of living a happy, fulfilling life. It's also something we can change—but not by ourselves.

London has so much to offer. Yet the deeply unfair way that London's resources are shared between us, directly contributes to many of the problems our city faces. There is now a mass of evidence demonstrating that inequality, especially economic inequality, is harmful to us individually, to our city and to UK society as a whole.

We know that when inequality is high, we also have worse physical and mental health, and lower levels of trust and participation in democracy. Inequality in London is harming our children, corroding society and undermining our democracy.

My Fair London

FIVE STEPS FOR A FAIRER LONDON

We call on the next Mayor of London to recognise the harm inequality causes and to take action to narrow the gap between rich and poor.

1 LEADERSHIP

The Mayor of London must speak out about inequality, the profound psychological harms it causes, and the urgent need to distribute London's wealth and power fairly.

The Mayor should call out the greed and excess we see at the top of our society. The super rich are disproportionately responsible for the climate crisis. The problem of inequality is created by the rich and powerful: their attitudes, behaviours, and power all need to be challenged. The Mayor of London should speak out loudly about inequality at every opportunity.

We call on the next Mayor to show leadership, to make tackling inequality an equal priority to addressing the climate crisis over the next four years, and to publish an annual Fairness Report based on a clear target to reduce the gap between rich and poor.

2 CHILDREN AND YOUNG PEOPLE

Young Londoners are most vulnerable to the harms of inequality. Our unequal world increases their chances of long term physical and mental ill-health.

Action to eradicate child poverty and increase the incomes of young people and families is vital. The Mayor of London should aim to extend the statutory Living Wage to include people under 25 and link it to the real Living Wage, as set by the Living Wage Foundation.

The Mayor should actively support state education and fair funding for all schools, highlight the extreme unfairness of private education, and call for schools to be freed from endless testing and ranking children. Our schools should be places of exploration, discovery, collaboration and real learning. Education should inspire and enlighten, not test, assess and segregate.

THE SYMPTOMS OF INEQUALITY

- more violence and imprisonment,
- poorer mental health,
- poorer physical health and more obesity,
- lower life expectancy,
- lower levels of trust between people,
- lower levels of educational achievement,
- unaffordable housing,
- a sluggish economy,
- low voter turnout.

50%

of London's wealth is
owned by the top 10%

The bottom 50%

own only

5%

3 HOUSING

London's astronomical property prices have contributed to driving up inequality and attracted the extremely wealthy to buy up parts of our city. Rents in London are unaffordable for most Londoners, and the wealth locked up in property exacerbates inequality.

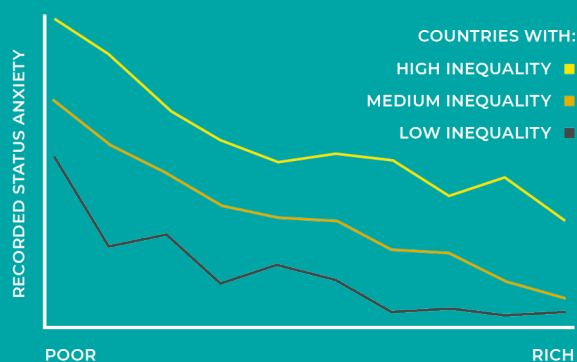
The Mayor of London should campaign for powers to implement rent controls in London, to help low income households and reduce the profits of landlords in London's property market. This may lead to falling property prices, which would be a positive market correction in London. Falling property prices would narrow the gaps between rich and poor and make it easier for younger Londoners to find somewhere affordable to live.

The construction of new council and housing association homes should have the full support of London's mayor. Rents should be capped at no more than one third of average low-paid household incomes. An end to the "right to buy" scheme would benefit London by securing and retaining affordable housing within the city. All new London housing must be built to the highest accessibility, safety and environmental standards. We need new buildings that are inclusive in design and that make everyone feel a part of this city.

The Mayor's planning powers must be used to resist 'status' driven buildings—gated communities, private pools or gyms, and buildings where accommodation for servants is designed in.

THE PSYCHOLOGY OF INEQUALITY

Inequality harms us because we are social animals. We don't always notice but we are programmed to be super-sensitive to our social position. Inequality can trigger our automatic responses to status, raising our physical and psychological stress levels. This can change the way we think and act, making us more anxious and depressed, more defensive, less trusting in others, steadily harming our relationships with one another at every level.



4 THE ECONOMY

Partnership or co-operative company structures give workers power, ownership and higher wages. There are several high profile businesses, such as John Lewis, already doing this. The Mayor should launch a programme enticing London's businesses to adopt new forms of collective ownership; rewarding those who follow.

The Mayor should require businesses seeking public sector contacts to publish staff pay rates and implement a maximum pay ratio of 10:1 between the highest and lowest paid. Businesses with narrower pay gaps have better productivity, staff loyalty, and lower rates of sickness absence.

The Mayor should lobby the Government to increase taxes on the rich, especially reforming council tax to create a fair, truly redistributive tax on property wealth. Cash raised should be used to support universal public services. Crucially, this should include rebuilding our community youth services.

5 PUBLIC SERVICES

The NHS is having to treat more and more of the consequences of inequality: rising rates of obesity and diabetes; rising levels of addiction; rising anxiety and mental ill-health among young people; and increasing homelessness. The Mayor needs to support the NHS while calling for action to tackle the root causes of these problems—namely, economic and social inequality.

Shared public services help to narrow inequality. Universal public services offer more advantage to poorer people, but only when they are truly accessible and adequately funded. And importantly, only when increased equity and social justice are core objectives for every service. Simply putting more services only online and assuming universal access is unfair, divisive and ultimately undermines the effectiveness of these services. Welfare and other services that are digital by default, exclude many of those who need those services the most, often with disastrous consequences.

Places where people can freely come together have huge value to our city—libraries, the school gate, sports centres, parks, affordable pubs, cafes, and community projects of all kinds—they need to be nurtured and protected. These spaces are part of the social glue that protects us from the harms of inequality and make London what it is. The Mayor should use planning power to protect and enhance common, public spaces, putting an end to one door for the rich and another for the poor, or segregated play areas.

UNFAIR LONDON

- London is nearly twice as unequal as it was 40 years ago.
- We now have more billionaires than any other city in Europe, and more than at any other point in our history.
- Homelessness has increased by over 150% in the last ten years, and child poverty has tripled in the last 40 years.
- The extremely wealthy have contributed to making housing unaffordable.
- One of the causes of youth violence can be seen as a distorted desire for recognition and 'respect'. Inequality feeds it and is making it worse.

SO WHAT SHOULD THE MAYOR OF LONDON DO ABOUT IT?

- Narrow the gap between rich and poor by speaking out about inequality and call out greed and excess in our city.
- Demand a fair start for young Londoners by lobbying for a Real Living Wage for young Londoners and increase funding for state schools and youth services.
- Create homes for everyone by ending right-to-buy, introduce rent controls and campaign for wealth-based property taxes.
- Lead on fair pay and fair taxes by introducing a 10:1 maximum pay ratio at City Hall, for all public bodies, and demand business follows suit.
- Shape a city that cares for us all by investing in universal public services to build a resilient city for everyone.

ACT NOW FOR A #FAIRERLONDON

1. Sign the My Fair London petition calling on the Mayoral candidates to adopt five steps for a fairer London at www.myfairlondon.org.uk
2. Ask the London Mayoral candidates to adopt our five steps for a fairer city
3. Tweet about the manifesto @FairLondon #FairerLondon
4. Share our manifesto on Facebook
5. Get involved with My Fair London: www.myfairlondon.org.uk



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SOURCES

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The Equality Trust, www.equalitytrust.org.uk 2019

London Poverty Profile, www.trustforlondon.org.uk/data 2017

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My Fair London is a group of ordinary Londoners angry that inequality is so out of control in our city. Our manifesto asks the next Mayor to address the gross economic inequality that is harming our children, corroding society and undermining our democracy.

My **Fair** London