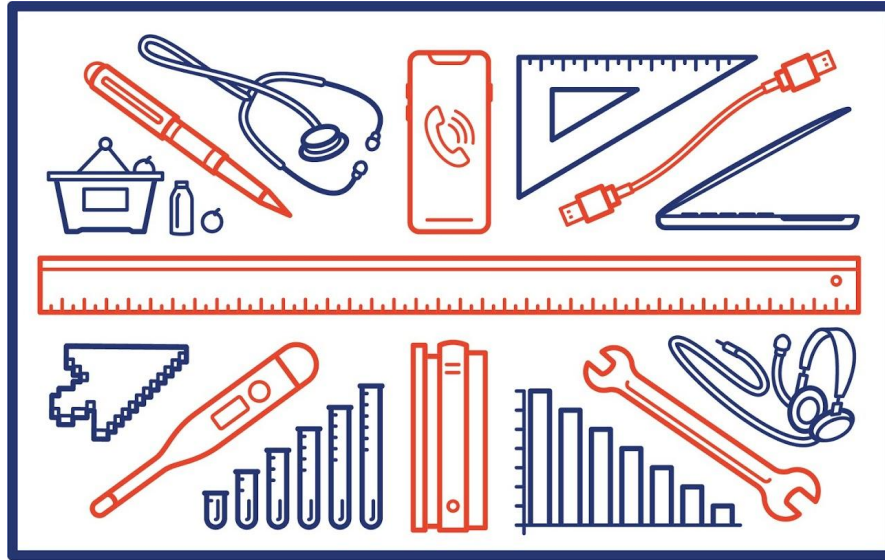


# Briefing Pack



# Keep Britain Working

*A campaign to bring people together during the Covid-19 crisis with a simple objective:*

**to preserve jobs and to protect  
livelihoods**

# #KeepBritainWorking CAMPAIGN OVERVIEW



**Keep  
Britain  
Working**

**Campaign Summary:** #KeepBritainWorking aims to bring people together during the Covid-19 crisis with a simple objective, to preserve jobs and to protect livelihoods.

**Overview:** We are living through a National Emergency. A significant number of people in the workforce have already been affected and many more are facing anxious days and weeks ahead. #KeepBritainWorking aims to build a movement of “practical positivity” to help share, connect and inspire companies, workers and the wider community.

**Launch:** v.1 site launch - 6th April / v.2 site launch and official launch - 20th April (focus on building engagement/momentum)

## **Channels:**

- Hosted on [keepbritainworking.com](https://keepbritainworking.com)
- Engagement via social media, specifically LinkedIn and Twitter using #KeepBritainWorking
- Building awareness and momentum via media/PR

**Who is behind this?** #KeepBritainWorking was co-founded by James Reed, Chairman and CEO of the recruitment company, REED. The campaign has already been backed by a number of businesses and their leaders (including James Timpson, Lord Alan Sugar, Liv Garfield, Lord Anthony Bamford, Luke Johnson), politicians (including Rt Hon Penny Mordaunt MP, Rt Hon Caroline Nokes MP, Steven Brine MP) as well as industry bodies (including CBI, Recruitment & Employment Confederation). James Reed launched a similar campaign following the financial crisis of 2008/9.

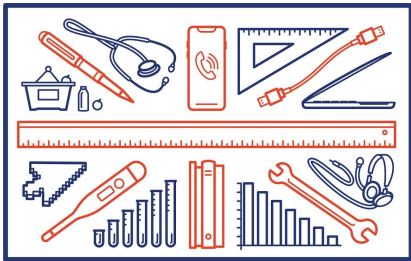
## **Calls to action (businesses):**

- Phase 1: Make a pledge or share ideas on website and via #KeepBritainWorking (functionality being built to make a pledge via [keepbritainworking.com](https://keepbritainworking.com))
- Phase 2: Connect workers to in-demand work opportunities
- Phase 3: Inspire the country to rebuild

## **Calls to action (workers):**

- Phase 1: Make a pledge or share ideas on website and via #KeepBritainWorking (functionality being built to make a pledge via [keepbritainworking.com](https://keepbritainworking.com))
- Phase 2: Find work opportunities within in-demand sectors
- Phase 3: Inspire the country to rebuild

#KeepBritainWorking  
CAMPAIGN STRUCTURE



Keep  
Britain  
Working

Our activity will always ladder back up to our three pillars, to ensure focus, power of message and ultimate success on delivering our campaign objective.

The movement and the message

A campaign to bring people together during the Covid-19 crisis with a simple objective, to preserve jobs and to protect livelihoods

The key pillars of what the movement will do

**Phase 1: SHARE**

Ideas, advice and resources to support employers, workers and the wider community

**Phase 2: CONNECT**

People who have lost their jobs in sectors that are struggling with those where they are in demand

**Phase 3: INSPIRE**

People to focus on how, where and when to rebuild, personally and professionally

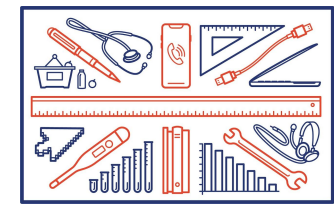
The current proof points, including tactics

KeepBritainWorking.com website. Pledges from UK public and businesses to #KeepBritainWorking. Support from key business leaders & politicians

Redeployment activity. Partnering with wider recruitment sector. Local, data driven content that looks at jobs lost vs jobs open.

Inspiring people to take decisive action including content from members of the movement - e.g. policy ideas, further pledges, community engagement

# #KeepBritainWorking SUPPORTED BY



## Keep Britain Working

*All sectors need to work together to ensure we are providing people with as many options as possible to keep earning a wage. I welcome all efforts to do that.*

**The Rt Hon Penny Mordaunt MP -  
Paymaster General, MP for  
Portsmouth North**

*It is going to be absolutely vital that we have a workforce that can be redeployed quickly and efficiently. There are enormous steps being taken by the Government to protect the economy and people's jobs, but we need business to step up as well. This is part of a big picture which will enable us to get through this current crisis and recover from it as quickly as possible.*

**The Rt Hon Caroline Nokes MP -  
MP for Romsey and Southampton**

*This campaign is of the utmost importance in these challenging times. By sharing ideas and working together we will protect more jobs and Keep Britain Working.*

**James Timpson - Chief Executive,  
Timpson Group**

*I am happy to be lending my support to the Keep Britain Working campaign. During these challenging times, it is more important than ever that we come together to do everything that we can to help save jobs and protect both lives and livelihoods. I hope this campaign helps people stay in work, or where they have unfortunately lost their jobs, move quickly into new ones.*

**Lord Alan Sugar - Chair, Amshold  
Group**

*As a British company, we're delighted to support the Keep Britain Working campaign which will help our nation's businesses in this time of great need.*

**Lord Anthony Bamford - Chairman, JCB**

*The UK's recruiters are the backbone of the jobs market. They place millions of people into work every year, and during this crisis we need their expertise to get people into work quickly more than ever. We will do all we can to support this campaign to Keep Britain Working and thank REED for taking the initiative on this.*

**Neil Carberry - Chief Executive,  
Recruitment & Employment  
Confederation**

*In the current crisis it is vital we support the UK's recruitment firms to help keep an open door into the world of work. That is why the CBI are proud to support the Keep Britain Working campaign.*

**Matthew Fell - Chief UK Policy  
Director, CBI**

*This is an excellent initiative, showing business much like society, will pull through this crisis, if we all work together.*

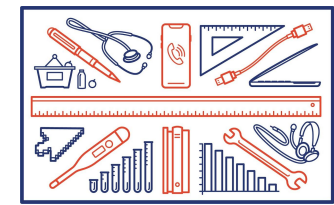
**Steve Brine MP - MP for Winchester and Chandler's Ford**

*With our teams still working hard providing one of life's essentials. We're committed to doing the right thing by our employees, supporting them and our customers, together with creating meaningful job opportunities in the communities in which we live and work. That is why we are delighted to support this campaign.*

**Liv Garfield - Chief Executive,  
Severn Trent**

*We could well be facing a downturn that isn't just an average recession but is closer to something like the Great Depression from the 1930's. If you look at the misery and ill health that caused to society as a whole there is a serious debate to be had to see if we are pursuing the right course of action.*

**Luke Johnson - Co-Founder, Risk  
Capital Partners**



# What you can do now to #KeepBritainWorking

## 1) Back the campaign

Sign up as a supporter prior to campaign launch to be listed as a “Co-Founder”.  
Email your quote of support to [KeepBritainWorking@Reed.com](mailto:KeepBritainWorking@Reed.com).



## 2) Make a pledge

Make a commitment of how you will #KeepBritainWorking to share via your social channels.  
Email your pledge to [KeepBritainWorking@Reed.com](mailto:KeepBritainWorking@Reed.com) and we will support with collateral.

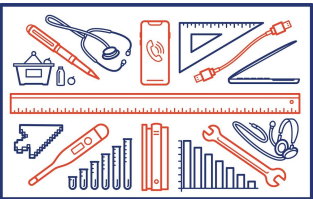


## 3) Other ways to engage

Visit the [KeepBritainWorking.com](http://KeepBritainWorking.com) (from 20th April) to find other ways to engage with the campaign including sharing ideas, connecting workers and sharing resources.

# #KeepBritainWorking

## APPENDIX - DESIGNS FOR v.2 OF KEEPBRITAINWORKING.COM



# Keep Britain Working

