

Good Work Pledge Press Release Template

***PRESS RELEASE: SME X* has signed up to the North of Tyne Good Work Pledge.**

{Name of small to medium sized business} has signed up to the North of Tyne Good Work Pledge.

They've joined over 100 other businesses in the region to sign the pledge, which is a commitment to provide good work and to promote Newcastle, North Tyneside and Northumberland as a great place to live, work and do business.

North of Tyne Mayor Jamie Driscoll said providing good work was essential to the future of everyone in the North of Tyne.

{Suggested quote from SME CX}: "As a small independent company, our staff are our strongest asset, so our ethos has always been to provide the correct environment and support for employees to develop the right skills and learning opportunities, as well as have the right work/life balance to be the best they can."

"Signing up to the pledge was a straightforward process, so we'd encourage any organisation, large or small, to do the same."

{Insert two to three sentences to describe what is the SME}

The North of Tyne Combined Authority (NTCA) has launched the Good Work Pledge to allow organisations of every type and size to be recognised for providing or working towards providing 'good work'.

The pledge consists of two levels, Standard and Advanced, and businesses can apply for an award at either level. The criteria behind each level maps out what 'good' is and how businesses can achieve it.

From supporting the community and reducing their carbon footprint to looking after the wellbeing of workers, businesses can demonstrate their commitment to providing good jobs, jobs that provide security, development opportunities and a decent standard of living. By committing to the Good Work Pledge, businesses can help build a thriving workforce, and a thriving economy.

Recognising, celebrating, and highlighting good practice is good for the region and the Good Work Pledge is already embedded into many of the region's leading brands but in to really make a difference it needs businesses of all sizes to sign up or work toward its 'pillars of good practice'.

The pledge's five key pillars of good practice are:

- Valuing and rewarding the workforce
- Promoting health and wellbeing
- Effective communications and representation
- Developing a balanced workforce
- A social responsibility.

Mayor Jamie Driscoll said: "We want a positive future for everyone in the North of Tyne.

"Good work is central to this. We want an economy that works for everyone, where people are fairly rewarded for their labour and where no one is left behind.

"We want every employer in the region to be a good employer. We want every employer to sign our Good Work Pledge."

How to apply

Applicants must demonstrate that they either meet or are actively progressing towards all of the key criteria in at least two of these pillars for a standard award, and five pillars for the advanced.

The scheme is free of charge and is rapidly developing into a force for good. Soon businesses signing up will be part of an online public gallery accessible to anyone with an interest in doing business with or working for an organisation that provides 'good work'. The scheme also has ambitions to build a community of 'good businesses' by offering networking, mentoring, and learning opportunities for all its members.

You can apply to join the pledge today and be part of the change for good, for a dynamic, sustainable, and more inclusive economy for everyone.

To find out more or to apply, visit the NTCA's Good Work Pledge page today.
<https://www.northoftyne-ca.gov.uk/projects/good-work-pledge/>