** Website Briefing Template**

*This form is to help you brief the Comms team with the information they require to add*

*content on to the website.*

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| Which part of the GM4Women2020 website do you see this content relating to :-  For example:-  On Gender website info | |
| Committee Section (Health / Safety / Work / Participation / Culture) | Brought together by a member of the Participation Committee working with researchers across the University of Manchester |
| Blog | The publication is a series of blogs and the whole publication and each individual blog is available as an online publication at the link below |
| About Us |  |
| Events |  |
| Other suggestion |  |

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| What priority / objective does this bit of content address? |
| The publication is curated by a member of the participation committee and is highly relevant to the post COVID-19 ‘build back better’ agenda in GM and other combined authorities |

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| Are we to present this as a piece of content produced for/by GM4Women or are we promoting someone else’s work/content? |
| [On Gender](https://www.policy.manchester.ac.uk/publications/on-gender/) was produced by [Policy@Manchester](https://www.policy.manchester.ac.uk/) and highlights research on gender inequalities from the University of Manchester brought together by a member of the GM4women2028 committee.  It aims to identify what we know – and what we need to know – about gender inequality in tackling the big policy agendas devolved to Greater Manchester and other areas with devolution deals. The contributors summarise the ‘gender agenda’ that needs attention and what is known about inequalities nationally and locally. They highlight where there is an evidence gap, identify policy measures which might address inequalities, and suggest what key indicators of success might look like.  The essays from this publication are now also available as individual blogs on the policy@manchester Policy Blogs site  On Gender is linked with a second publication produced by researchers at the University of Manchester [Mind the Gap – Getting Women’s Voices into Policy Making](https://www.socialsciences.manchester.ac.uk/research/impact/getting-womens-voices-into-policy-making/) providing a practical guide to making sure women’s voices get into policy making. It brings together ideas and methods from researchers @uompolitics, campaigners @GM4women2028 and policy makers @greatermcr women’s voices task group.  Both publications provide information that can be used to inspire and deliver women’s voices in politics and policy in Greater Manchester and beyond. Having an equalities evidence base and getting the full diversity of women’s voices into policy making is vital in building back better post COVID-19.  An online version of this publication contains links to the sources of evidence and further information cited in the publication. To view this version and see the links, visit:    <https://www.policy.manchester.ac.uk/publications/on-gender/> |

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| What EXACT copy do you want displayed on the website (this can be sent as a separate attachment).  Anything from box above eg    NOTE: If you are sending a link or PDF of an article to point elsewhere, copy needs t be provided to introduce the article/event.    Provide a short paragraph of copy that will inform readers using the following questions as a guide:    - A headline  - What is the piece about?  - Why is GM4Women supporting / interested in it?  - What is the call to action?  - What image can go with it? |
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| Do you have an image to use? (Please only supply imagery we have permission to use) |
| Will send attached |

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| Are there any specific links we should include? (Have you signposted these in the summary copy you have provided?) |
| Yes hope so! |

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| Are there any other organisations / individuals we should include / credit (please provide information)? |
| [On Gender](https://www.policy.manchester.ac.uk/publications/on-gender/) was produced by [Policy@Manchester](https://www.policy.manchester.ac.uk/) and highlights research on gender inequalities from the University of Manchester brought together by a member of the GM4women2028 committee. The essays from this publication are now also available as individual blogs on our Manchester Policy Blogs site. |

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| Do we need to get approval from any third parties before we publish the content live? (please provide details) |
| It is fine to point to the weblink for Mind the Gap |