

Goodlord referencing department strike

Updated 17 April 2021

What is this strike about?

Workers in the referencing section of [Goodlord](#), a lettings platform, are taking indefinite strike action-over fire-and-rehire plans which would see many salaries reduced by £6,000 to below the real London Living Wage.

Goodlord is using the fact that employees are now working from home due to the pandemic to make this cut. It has declared that since the referencing job function can now be done permanently from home it will 'recruit nationally' and therefore will pay nation-wide market rates. This is despite the fact that referencing department employees previously attended the central London office every day and so live within commuting distance.

If Goodlord are able to beat the strike it would set a dangerous precedent for other companies to follow and to attack the terms and conditions of people whose job can potentially be done from home. A huge number of people are in this situation. It would be particularly threatening for people living in expensive metropolitan areas such as London.

Goodlord provides services for a number of estate agents in London, including Winkworth, Best Estate Agents, Andrews and Featherstone Leigh. These services include gathering potential tenants' references on behalf of letting agents and selling insurance to landlords. Their line of business is known as 'PropTech' or Property Tech, since the services are delivered through a digital (web-based) platform. Here's Goodlord's Linked in [profile](#) and more info about the [company](#).

What you can do

Call Goodlord out

Goodlord @sogoodlord care about their social media presence. We can put pressure on them by calling them out on social media platforms.

Twitter [sogoodlord](#) Instagram [sogoodlord](#) Facebook [sogoodlord](#)

Please use hashtags #FireAndRehire and #LondonLivingWage. You can also use the hashtag #GoodLordBadLord and follow [SoBadLord](#), a parody account set up by Unite London & Eastern to draw attention to Goodlord's practices, on Twitter.

Follow our branch social media

The workers are members of [Unite London Digital & Tech branch \(LE/7098L\)](#). Follow these social media accounts:

facebook.com/unitelondonitc

twitter.com/unitelondonitc

Share the strikers' stories

There are a number of videos on the branch's social media accounts and those of Unite London & Eastern containing short interviews with the strikers:

twitter.com/UniteLondonEast/status/1370372198104457220

twitter.com/UniteLondonEast/status/1370079434565373953

twitter.com/UniteLondonEast/status/1370346036909244418

twitter.com/UniteLondonEast/status/1367446556765519878

twitter.com/UniteLondonEast/status/1366409463482249220

fb.watch/4bfEAW8JHI/

fb.watch/4bfG3nRIku/

fb.watch/4bfH6OGIpg/

fb.watch/4bfJU5Ujyi/

fb.watch/4bfLqeAf92/

Distribute leaflets and posters

unitedigitaltech.org/gl-leaflet.pdf

unitedigitaltech.org/gl-poster.pdf

Send a message of support or request an interview

Messages of support, questions or requests for interviews can be sent to steve.odonnell@unitetheunion.org

Donate to the hardship fund

A hardship fund for members on strike has been set up, any donations would be gratefully received. The bank account details are:

Sort Code:	608301
Account number:	20303680
Name:	Unite LE/7098L London ITC Branch
Reference to use:	Goodlord

If you donate please also send details to steve.odonnell@unitetheunion.org so we know where to send thank-you messages!

Press releases

unitedigitaltech.org/2021/02/goodlord-lettings-platform-faces-strike-over-savage-pay-cut

10 February press release - Winkworth estate agent services set for disruption during Goodlord strikes over £6,000 pay cuts

unitetheunion.org/news-events/news/2021/february/winkworth-estate-agent-services-set-for-disruption-during-goodlord-strikes-over-6-000-pay-cuts/

2 March press release - Living Wage Foundation urged to end Goodlord accreditation over 'brutal' London pay cuts as indefinite strikes begin

unitetheunion.org/news-events/news/2021/march/living-wage-foundation-urged-to-end-goodlord-accreditation-over-brutal-london-pay-cuts-as-indefinite-strikes-begin/

Industry media attention

propertyindustryeye.com/union-calls-for-living-wage-foundation-to-end-goodlord-accreditation/

propertyindustryeye.com/goodlord-workers-go-on-strike-over-wage-cuts/

thenegotiator.co.uk/goodlord-strike-latest/

lettingagenttoday.co.uk/breaking-news/2021/2/union-protests-outside-agencies-as-goodlord-dispute-escalates

Other media reports and interviews

<https://notesfrombelow.org/article/goodlord-workers-strike>

<https://www.socialistparty.org.uk/articles/32150/10-03-2021/goodlord-striker-speaks-out-workers-have-to-fight-for-our-skills-to-be-appreciated>

<https://www.counterfire.org/news/22244-lessons-need-to-be-learned-from-the-british-gas-defeat-news-from-the-frontline>

<https://www.socialist.net/goodlord-strike-continues-support-the-fightback-against-fire-and-rehire.htm>

<https://socialistworker.co.uk/art/51602/Goodlord+strikers+take+on+bosses+fire+and+rehire+plan>