

# The FAIR Report



## INTRODUCTION

# The FAIR Report

Fairy was launched in the UK in 1950 and has enjoyed a special place in the heart of British families over the past 70 years.

The brand purpose is to feed family life and while the Fairy bottle has maintained a consistent presence beside our kitchen sinks, the family life surrounding it has changed immeasurably.

Seeing the shape of families change over the decades, we believe that it's only FAIR that we reflect this through our brand. We want to recognise and celebrate the rich tapestry of families that exist in the UK today – everyone included.

Since Fairy entered British homes in 1950, LGBTQ+ families have seen a sea-tide of positive change.

Back then, male homosexuality was illegal; same-sex couples could not get married or adopt children; and trans people could not legally change their gender. In the workplace, you could be fired just because of who you are or who you love.



There is so much progress to be proud of. Nowadays, there are LGBTQ+ families with two mums or two dads living happily across the country – and in harmony with their neighbours. LGBTQ+ people can wed who they love, serve openly in the military, and are protected from discrimination by British law under the Equality Act 2010. Over in the US, June 2019 marks the 50th anniversary of the Stonewall uprising, widely credited for laying down the foundations for the modern LGBTQ+ rights movement.

As a company that strives to create a world free from bias, where everyone is included, valued and free to be themselves, P&G recognises that there is still work to be done to create equality for all LGBTQ+ family members. Sadly, young people who identify as LGBTQ+ continue to be ejected from their family homes in modern day Britain; we don't believe it is fair that they are denied a family life.

As a household icon, we feel that Fairy can play a role in helping progress equality for all family members. This July, timed to coincide with Pride season, Fairy will lose its "Y" and launch a limited edition FAIR range. A donation from each pack sold will go to our charity partner, akt, which works to find homes for LGBTQ+ young people when they find themselves without one.

Why? Because we want life to be FAIR for all families in the UK. Currently LGBT people make up 5-10% of the UK population, but sadly they make up a quarter (25%) of homeless young people. We want to help put a stop to youth homeless, because it's never FAIR.

I invite you to read on to find out more about why there is room for family life to be more FAIR today and why we hope Fairy can be a modern beacon, sitting by the sink, reminding us to drive for equality for everyone.

**Tom Moody**

**P&G Northern Europe Vice President.**

Fairy is partnering with akt, a charity that works to find a home for LGBTQ+ young people when they find themselves without one. Together, we will help overcome LGBTQ+ youth homelessness. Fairy has been at the heart of British households since 1950, and life on the streets isn't FAIR, so we want to be part of a better future for LGBTQ+ families.

**akt**

P&G didn't just want to show support for the LGBTQ+ community with a rainbow on pack, we wanted to be part of a positive change. Partnering with akt to donate with every pack sold, enables us not only to help support homeless young people and their families through donations, but also to open conversations at home about LGBTQ+ issues via a very simple symbol of openness with the potential to appear on thousands of kitchen sinks across the UK. A small symbol to apprehensive young people that opening up to their family about LGBTQ+ status may be a little less daunting.

In order to understand the challenges LGBTQ+ families in Britain face today and, therefore, how to help tackle those challenges, we undertook a piece of research. We wanted to understand how life has changed for LGBTQ+ families in Britain and how they are viewed by the rest of society. How important is family life? Are LGBTQ+ families treated equally? Do LGBTQ+ youth feel comfortable coming out to their relatives?





## CHAPTER ONE

# LGBTQ+ family life in Britain

Back in 1950, when Fairy first became a staple for washing our dishes, British family life was a very different place.

It was post World War Two, colour television sets had yet to hit shoppers' shelves, and the internet hadn't even been invented – let alone social media. Elton John, who would grow up to become an international superstar and gay icon, was just three years old.

One thing that has remained relatively unchanged over the decades, however, is the importance of family life. In our May 2019

independent survey of 2,000 UK parents, more than eight in ten (81%) respondents, 898 of which have an LGBTQ+ child or children, said that family life is very important to them.

What's more, in broad terms, there remains a staunch sense of values among British households – 83% of those surveyed agreed that a happy family life is a human right.

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And a small majority support LGBTQ+ equality too – more than half (53%) disagreed with the statement:

**“It’s fair to treat people differently because of who they love or who loves them.”**

Encouragingly, more than three quarters (78%) of parents with an LGBTQ+ child said that they still have a relationship with them (although 16% said their child coming out had affected their relationship). Over four in ten parents (43%) also believed that their child was comfortable telling them that they are LGBTQ+, with nearly six in ten of respondents (59%) stating they think that they talk openly and positively about LGBTQ+ life or issues with their kids.

Pop culture, advertising, the media, including social media – alongside a swathe of legislative changes – have played a part in changing how the rest of society views LGBTQ+ families.



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Soap operas and TV dramas have brought diverse storylines to family living rooms.

Early forerunners included a ground-breaking lesbian kiss in Channel 4's Brookside in 1994 (although the BBC had previously broadcast two women locking lips in drama *Girl* in 1974). Now, LGBTQ+ plots are part and parcel of shows like ITV's *Coronation Street* – Rana and Kate's romance being one recent example.

Whilst things have improved for how LGBTQ+ families are viewed by society as a whole, they haven't improved for everyone, including acceptance from family members; the statistics surrounding LGBTQ+ homelessness, which research uncovered can be linked with family rejection, speak for themselves.



A 2015 report by charity akt shockingly found that almost a quarter of all homeless young people in the UK are LGBTQ+. <sup>1</sup>

“Young people who identify as LGBTQ+ are at a significantly higher risk of becoming homeless than their non-LGBTQ+ peers and are over-represented within the UK's youth homeless population,”

it reads.

“Their over-representation is in part due to their increased exposure to parental rejection, familial physical, sexual and emotional abuse and familial violence.”

With 17% of Fairy's survey respondents with LGBTQ+ children saying that they no longer have a relationship with their child – and one in ten of these noting that they don't want one – there is much work to be done.

As Tanya Compas, a caseworker for akt, says:

“When it comes to being LGBTQ+, that's something that can literally tear apart families because of the lack of understanding...some are literally forced out of the house and kicked out because their families don't agree with their identity.”

Other youth, she says, leave home because they refuse to follow family rules requiring them not to be open about their identity.

“These young people are having to make the choice between who they are and living authentically, or hiding who they are and having a roof over their head,”

she explains.

“Young people who identify as LGBT are at a significantly higher risk of becoming homeless than their non-LGBT peers”

Sadly, being denied a family life and a home has very real consequences. Compas highlights that LGBTQ+ youth homelessness, which includes those couch surfing with friends and partners, can lead to a multitude of problems, including at school, in finding work, and with their mental health.

“Not having your own bedroom, or a safe space where you can rest your head at night, or not knowing where you're going to stay – that in itself has a massive impact on your mental health and well-being because you don't have a space to relax,”

she adds.





## CHAPTER TWO

# A right to a family life

Since 1967 <sup>2</sup>, legislation has been at the centre of a complete shift in societal attitudes towards LGBTQ+ families.

It now seems difficult to believe that, just over five years ago, same-sex couples couldn't get married in England, Wales and Scotland – with the passing of two different laws marking a momentous moment for LGBTQ+ rights in our country.

But this right is far from UK-wide, the tragic murder of lesbian journalist Lyra McKee in April shone a spotlight on the fact that LGBTQ+ couples are still unable to get married in Northern Ireland. As McKee's partner Sara

Canning told a marriage equality rally in Belfast in May:

**“We pay our taxes. We are covered by the same laws... why should we not be afforded the same rights in marriage?” <sup>3</sup>**

That it is easy to forget that gay marriage remains illegal in some parts of Britain was underlined by our respondents – 39% were unaware that same-sex couples cannot wed in Northern Ireland.



Reassuringly, the majority of our sample showed unequivocal support for gay marriage, with more than two thirds (67%) saying it has a place in 2019. Over half (54%) of parents, meanwhile, agreed that it is not fair that same-sex marriage is not available to everyone in the UK. These findings are heartening, showing an increased support for equal marriage in recent years. In 2012, a government consultation with 228,000 responses found that 53% agreed that same-sex couples should be able to marry. <sup>4</sup>

These results are also uplifting when compared to statistics from just a few decades earlier, which show just how much social attitudes have changed. In 1987, a British Social Attitudes Survey – carried out in the midst of the AIDS crisis, which led to the demonisation of gay and bisexual men in the UK press – found that three quarters of the population said that same-sex sexual activity was “always” or “mostly” wrong.” <sup>5</sup>

For Duncan James, member of the British band, Blue, and ambassador for the FAIR campaign, this growing public approval of gay marriage is largely down to better LGBTQ+ representation in the media.



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“There are so many television shows and programmes that are making LGBT inclusion an integral part of representing modern day life in the UK and showing gender equality as integral to the fabric of society today – that you can be happy, regardless of your sexuality. That’s why it’s becoming more accepted because people are starting to understand and realise the importance of inclusion.







Social media, too, has proved instrumental in bringing LGBTQ+ representation to young people in recent years, especially on platforms like Instagram and Facebook.”

James praises Pride events around the world and the involvement of brands like Fairy in helping to educate wider society on LGBTQ+ issues. In November 2014, Fairy’s parent company, P&G, publicly declared its support for same-sex marriage, and the company has been behind leading LGBTQ+ adverts, including a Head & Shoulders advertisement with openly gay skier Gus Kenworthy in the run-up to the 2018 Winter Olympics.

“The more we fly the flag around the world for the LGBTQ+ community, the

more awareness we get out for everybody, the more understanding and sharing of the knowledge that actually it is fine to have a same-sex marriage <sup>6</sup> - a man can love a man, a woman can love a woman – or, whatever your gender is, the important thing is that everyone should be able to be themselves,”

explains James.

Findings demonstrated strong support for LGBTQ+ parenting in the UK. Again, with the vast majority of respondents in favour of gay parenting, it’s difficult to imagine that same-sex adoption was not introduced in England and Wales until 2005, the same year that civil partnerships came into effect, and later in Scotland and Northern Ireland in 2009 and 2013 respectively.



“It’s making people realise that you don’t have to have a 2.4 family to be able to raise a kid.”

Over six in ten (62%) respondents said that gay parenting has a place in 2019, and nearly seven in ten (69%) said they would support their child if they wanted to have a child as part of a same-sex relationship. For James, these figures show that the traditional family set-up is modernising with the times.

“It’s making people realise that you don’t have to have a 2.4 family to be able to raise a kid,” he explains. “Look at Elton John and David Furnish – they’re a great example of gay guys who are raising happy children, who are going to have the best in life.”

James, who is a father himself, flags his own experience of being healthily brought up without a dad.

“I haven’t grown up bitter or resentful or with issues because my dad wasn’t there,” he explains.

“No, I had massive love from my mum and my grandparents and that’s all I needed. When people realise that all you need is love and a solid foundation of love and support from your family, that’s all that matters. It doesn’t matter what sexuality you are.”

Unfortunately, despite such evidence that the shape of family life has changed, nearly one in five respondents (18%) said that LGBTQ+ parenting has no place in 2019 and more than half (51%) said that there could be “negative connotations” for kids growing up with lesbian or gay parents.





## CHAPTER THREE

# Making LGBTQ+ family life fair

We have definitely made progress, but there is a long way to go.

While over three in ten (31%) respondents said that households with LGBTQ+ members are treated fairly in 2019, a similar number – 30% – didn't think that this was the case. Of those who think that LGBTQ+ family members aren't treated fairly, one fifth said they don't think fairness will happen until 2030 or later.

So, what needs to happen? In every civil rights movement, education has proved key in shifting attitudes towards helping the oppressed rather than persecuting them.

**“Education is the most powerful weapon which you can use to change the world,”** Nelson Mandela once said in a speech at Madison Park High School in Boston in June 1990. <sup>7</sup>

When we asked respondents what would help create equality for LGBTQ+ families, the most common answer in the multiple choice question was through education in schools – with nearly six in ten (58%) responding in this way – and nearly four in ten (39%) also pointing to education through parenting networks like the National Childbirth Trust.

Linda Riley, publisher of lesbian and bisexual magazine *DIVA*, who has twins with her ex-wife, agrees that education is key to ensuring that LGBTQ+ kids feel equal to their peers.

**“Basically, whereas in the home environment LGBTQ+ children don't have any problems because they feel – dare I use the word – 'normal' at home, then they go into schools and then suddenly their surroundings are like 'oh you've got two mums or you've got two dads,'”**

she says.

**“If there were LGBTQ+ lessons for children there would be much more – I don't like to use the word tolerance – understanding. Currently, children in the LGBTQ+ community are going into school and it's like they're having to come out daily... it's very important.”**

There is hope for LGBTQ+ relationships being taught in British schools. In April, we saw government's historic passing of legislation to teach kids about LGBT+ families in all schools in England, which came off the back of Scotland's parliament pledging in November to embed LGBT+ content across the curriculum.

This progress is long overdue, with many activists pointing to the overhang from Section 28, <sup>8</sup> a setback for LGBTQ+ rights in the UK, which banned the “promotion” of homosexuality in schools and other public bodies. It was repealed across the country in 2003.

The media, too, has a big influence when it comes to improving perceptions of LGBTQ+ families, with nearly half (48%) of parents we asked saying this industry can help create equality. Riley, who is also a board director at GLAAD, an LGBTQ+ media-monitoring organisation, says: “The media obviously is massive. For parents, the messaging of the media really does make a difference.”

She highlights how the press' treatment of LGBTQ+ plotlines has changed considerably, noting The Sun's “EastBenders” headline to

This year alone, we've seen a plethora of blockbuster films bringing LGBTQ+ visibility to cinemas in British towns and cities, with movies like *The Favourite*, *Bohemian Rhapsody*, and, of course, Elton John's biopic *Rocketman*. The BBC has released two LGBTQ+ friendly shows, *Gentleman Jack* and *Killing Eve*, while Disney has cast its first gay character in its upcoming film *Jungle Cruise*.



describe the first pre-watershed gay kiss on BBC soap opera *EastEnders* in January 1989. <sup>9</sup>

**“Something like this would never, ever happen again,”** she adds.

**“You can see how much we've moved on.”**



## CONCLUSION

# There's room for family life to be more **FAIR**

So much has changed for LGBTQ+ families in Britain since Fairy entered our homes in 1950. Undoubtedly, things have gotten better and our research results underpin this marked improvement.



Legislation, pop culture and role models have played a key part in shifting societal opinions to view LGBTQ+ families in a more favourable light. Indeed, life for our LGBTQ+ community today compared to the mid-twentieth century is almost unrecognisable.

Yet, there is much progress to be made to achieve equality for all family members. With our research showing that nearly one fifth (17%) of LGBTQ+ young people no longer have a relationship with their parents, we can't stop until life is FAIR for everyone.

Even in the past year, the government's National LGBT survey – the first of its kind – showed that this community continues to face significant barriers, with LGBTQ+ respondents saying are less satisfied with their life than the general UK population.

**Life without a home isn't FAIR.**

And, with LGBTQ+ young people disproportionately making up the UK's youth homelessness population, we need to keep striving for change. As Lucy Bowyer, director of services at akt, says:

“For us, as an organisation which works with young people who become marginalised from their families, we do want them to have a good relationship because it's difficult to exist in a world with no-one – some of our young people have to have that choice. From our perspective, for young people, the support and being valued as part of their family is vital for them to have a better outcome.”



By working together, we can help create equality for LGBTQ+ families and ensure a FAIR future for all. Brands and companies have a key role to play in this. When consumers pick up a limited edition FAIR bottle and place it by their sink at home, we'd like them to think about the small impact that gesture has made, not only in feeding family life in Britain, **but also by supporting equality for everyone #FairyForEquality.**







## safe homes and better futures for LGBTQ+ young people.

**akt** is the national LGBTQ+ youth homelessness charity, providing safe homes and better futures for LGBTQ+ young people. Almost one quarter of all young people facing or experiencing homelessness identify as LGBTQ+, and 77 per cent of those cite rejection or abuse from their families as what has led them to being so.

The charity was set up in Manchester in 1989 by straight ally and former foster carer Cath Hall, and a group of founding members, and has since opened its doors in London and Newcastle.

akt will also launch a pilot project in Bristol in 2019. In 30 years, akt has provided over 250,000 nights off the street and supported over 50,000 LGBTQ+ young people at risk of or experiencing homelessness.



akt CEO **Tim Sigsworth** MBE and FAIR campaign ambassador **Duncan James**

1. LGBT Youth Homelessness: A UK National Scoping of Cause, Prevalence, Response & Outcome, akt, 2015
2. This was the year the Sexual Offences Act 1967 legalised sexual acts between men above the age of 21 in private (similar laws were passed in Scotland in 1980 and Northern Ireland in 1982).
3. Lyra McKee's partner challenges UK government on same-sex marriage, The Guardian May 2019 <https://www.theguardian.com/society/2019/may/18/lyra-mckee-partner-challenges-uk-government-on-same-sex-marriage-sara-canning-northern-ireland>
4. Equal Marriage: The Government's response, 2012. <http://doc.ukdataservice.ac.uk/doc/7394/mrdoc/pdf/7394consultation-response.pdf>
5. British Social Attitudes Survey, 1987. <http://www.bsa.natcen.ac.uk/latest-report/british-social-attitudes-30/personal-relationships/homosexuality.aspx>
6. <https://eu.cincinnati.com/story/money/2014/11/18/pg-supports-gay-marriage/19226479/>
7. Reported in various forms. Oxford Essential Quotations, edited by Susan Ratcliffe, 2012
8. Introduced at the height of the AIDS crisis in 1988.
9. No stereotypes were harmed in the making of this film, The Telegraph, September 2005. <https://www.telegraph.co.uk/news/uknews/1498649/No-stereotypes-were-harmed-in-the-making-of-this-film.html?pageNum=2>

