



JOINING THE LIVING WAGE MOVEMENT EVERYTHING YOU NEED TO KNOW ABOUT BEING A LIVING WAGE EMPLOYER



BECAUSE A HARD DAY'S WORK DESERVES A FAIR DAY'S PAY



CONGRATULATIONS

On becoming a Living Wage Employer

This handy document will tell you all you need to know about being a Living Wage Employer and help you get the most out of our movement.

You will find ideas for celebrating and sharing the news, examples of what other Living Wage Employers have done, information on what is coming up throughout the year and occasions when we will be in touch.

We hope this document will be a nifty handover tool if a new person joins your organisation.

If you need anything from us don't hesitate to get in touch with your Programme Manager or by using the contact details on the last page of this brochure.

We look forward to helping you to celebrate your accreditation and sharing your news with the rest of the Living Wage network.

Explaining the real Living Wage

The real Living Wage is the only hourly pay rate based on the true cost of living. It's annually calculated independently based on living costs and accredited employers choose to go further by paying their all staff, including subcontracted staff a real Living Wage. At the heart of the Living Wage movement is a simple idea that a hard day's work deserves a fair day's pay.

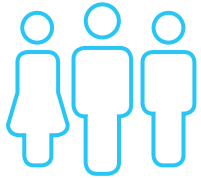
In 2016 the government introduced a rise in the minimum wage for over 25s they called this new statutory minimum: The National Living Wage. But there is still a gap between the amount all employers have to pay and the real Living Wage that meets the cost of living. That's why thousands of UK employers have voluntarily committed to going further because it's fair.

So far the movement has delivered a pay rise for more than 150,000 people. There is a London rate reflects the higher living costs in London. The real Living Wage recognises that under 25s have the same living costs as everyone else. It is independently set and recalculated annually in autumn during 'Living Wage Week'.

Living Wage Week is our annual celebration of the UK Living Wage Movement

We announce the new rates on the 1st Monday of #LivingWageWeek

> START SHARING THE NEWS...



With your team

Our experience has shown that being a Living Wage Employer can give staff across the whole company a boost, at all wage levels, and contribute to staff wellbeing. So start by announcing your new accreditation to your team. You may like to send a message like this:

Dear Team,

We are pleased to announce that we have joined the Living Wage movement and are now an accredited Living Wage Employer. This means that every member of staff in our organisation earns not just the minimum wage but the real Living Wage. The Living Wage is an hourly rate set independently and updated annually, based on the cost of living in the UK.

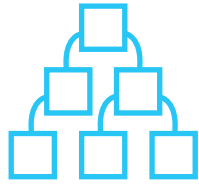
We believe that every member of staff deserves a Living Wage, because a fair day's work deserves a fair day's pay. You can find out more about the Living Wage by visiting www.livingwage.org.uk

Many Living Wage Employers have chosen to have a celebration event with their staff team. You might like to unveil your Living Wage Employer Plaque and other merchandise, hold a breakfast or get creative in other ways.

CASE STUDY: AQUATERRA



Aquaterra, a Living Wage accredited leisure charity interviewed a number of staff members who would now be receiving the Living Wage to make a short film clip. The video was revealed at a celebration launch event with the staff team and some local politicians in attendance. The short film was a great way for them to make sure that the team understood what the Living Wage commitment meant, as well as being a great tool to promote their accreditation online after the launch event.



Within your networks

You might like to communicate your Living Wage accreditation to key organisations that you work with. This could include an email or letter to your suppliers, partner organisations, clients and neighbours.

Let them know that you are a responsible, thoughtful employer, that values your people and best practice.

If you have suppliers that provide staff that work regularly on your premises who may be impacted by your accreditation, then the Living Wage Foundation can provide a template letter for communicating your accreditation to them.

A newsletter is an excellent way to communicate your accreditation. You may like to include a quote from the head of your organisation and the Living Wage Foundation. We can provide quotes and help with ideas.



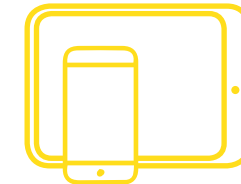
With the local or sector press

The accreditation provides a great opportunity for media activity. Experience has shown us that local and sector press are often looking for a story just like this. We can help you to craft and send a press release, or send one out on your behalf.

A successful press release usually includes quotes from someone at the top of the organisation and an employee who has benefited from the move to the Living Wage.

We can let you know whether you are the first in your sector, region or town to be accredited. You might like to think about why your organisation made the decision to go Living Wage and whether there is a story to share.

We can provide templates with information about Living Wage accreditation and contact details for your local or sector press.



Across digital channels

We encourage all accredited employers to post a blog or news story on your website, alongside a picture of your team celebrating. If you receive sector or local press coverage then you can do your web post about being featured in another publication.

Social media networks are a great way to promote and share your story. See our social media tips for inspiration.

We would love to connect and share with you. Tag us on Twitter @LivingWageUK, on Facebook as Living Wage UK and on Instagram as @LivingWageFoundation.

SOCIAL MEDIA TIP

On Twitter you can use the hashtag #LivingWage to announce your accreditation.

The Living Wage badge: The mark of a responsible employer

Pushing out the logo across all your channels:

Including the Living Wage Employer Mark in your communications is a great way to share your commitment to the scheme, and to raise awareness of the Living Wage. We ask all accredited employers to display the mark publicly so that their employees know they are entitled to the Living Wage. Here are some places that you can include the Employer Mark:



Online - On your website footer, newsletter header or staff email signatures. You may like to hyperlink the Employer Mark to the Living Wage Foundation website.

In print - The Employer Mark can be included on headed stationary or in your annual reports and accounts.

On your premises - Display the Living Wage Employer Plaque in your reception area. We will send you Living Wage stickers for your windows and vehicles, along with pens, pin badges and a Living Wage tote bag.

Obsessed is a strong word - but we love seeing the Living Wage Employer Mark everywhere - so don't forget to send or tweet us pictures whenever you use it, especially if you are feeling creative.

DID YOU KNOW?

93% of businesses report benefits after becoming an accredited Living Wage employer.



Extra Living Wage plaques and merchandise are available to buy any time. Just get in touch with the Living Wage Foundation Team for details.



CASE STUDY **THE FIVE POINTS BREWING COMPANY**

In 2013 The Five Points Brewery became the first Living Wage accredited brewery. They wrote to every Living Wage accredited pub to introduce their products and see whether these pubs would like to purchase stock from a Living Wage supplier.

GETTING TO KNOW THE LIVING WAGE NETWORK

Take a look at the list of Living Wage Employers at www.livingwage.org.uk/employers to see who else is accredited with the Foundation.

We encourage Living Wage Employers to get to know each other and do business together.

If there are accredited employers in your sector or region why not drop them an email or a tweet? Maybe you could collaborate on a Living Wage Week press release.

It's not a requirement of your accreditation but you might like to look into using Living Wage suppliers where possible. Take a look at our list - could you do business with the network and make your supply chain Living Wage?

We don't offer a direct marketing service, however many employers have used the accredited network to successfully market their products and services.

GETTING READY FOR LIVING WAGE WEEK

Living Wage Week is a UK wide celebration event that we hold in the first week of November each year. During the week the new Living Wage rates for the coming year are announced by public figures and accredited Living Wage Employers come together to share their commitment to responsible pay. We hold events and lead on national media all over the UK. There will also be plenty of opportunities for you too to celebrate and publicise your accreditation.

We would love you to take the opportunity to share your journey to the Living Wage and what the impact has been for your organisation.

SOCIAL MEDIA TIP

**Tweet using
the hashtag
#LivingWageWeek in the run
up to November, telling us what
your team have planned to
celebrate the week.**



WHEN YOU WILL HEAR FROM US

We will keep in touch through the Living Wage Network bulletin and through updates to the individuals you have named as key contacts for your accreditation.

We will keep you updated on:

Living Wage Week and the new Living Wage rates

We will be in touch each summer with a range of opportunities and ideas for celebrating Living Wage Week.

We will send you a reminder in the autumn and be in touch during the week itself, so that you are aware of the new Living Wage rates as soon as they change.

Living Wage Employers are asked to implement the rates as soon as possible and within six months for every staff member.

We will be in touch each Spring with a newsletter update to remind you of the

1st May deadline for updating and to check whether you need any help or advice.

If you have Milestones

You may have bespoke milestones in your Licence Agreement for third party contracts that are **due to be renewed** to include the

Living Wage. We will be in touch as required to check that everything is in place for these.

All milestones are important and worth celebrating when reached.

Your Living Wage accreditation renewal

The Living Wage Accreditation is renewed annually. We will be in touch each year to let you know when your accreditation is due to be renewed. We will ask you to confirm that you would like to continue and send an invoice for your accreditation for the following year. We will also ask you to provide some monitoring information about how your Living Wage journey is progressing.

Opportunities to share your Living Wage accreditation

We will be in touch when there are opportunities to celebrate your Living Wage accreditation locally or in your industry. This may include public speaking opportunities, event invitations, media requests or chances to take part in Living Wage Foundation communications.





PLEASE KEEP IN TOUCH

We are always excited to hear about plans for Living Wage celebrations. Get in touch to let us know what you would like to do, if you have any queries or would like to share anything with the Living Wage Employer network.

You should have a named Programme Manager who supported you through your accreditation process. If you need help or support at any time the Living Wage Foundation team can be contacted on: accreditation@livingwage.org.uk

0207 043 9882

www.livingwage.org.uk

Twitter: @LivingWageUK

Facebook: Living Wage UK

Instagram: @LivingWageFoundation

#LivingWage

