

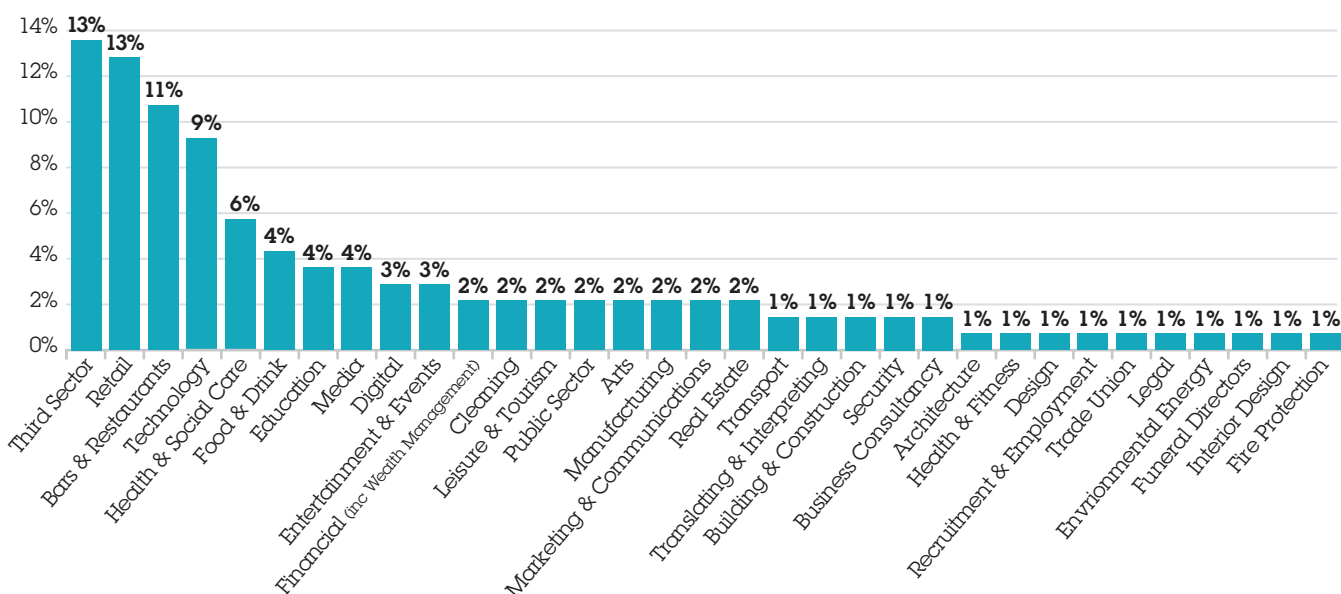
Brighton & Hove Living Wage Campaign 2021 Survey Results Summary



We asked employers currently signed up to the **Brighton & Hove Living Wage Campaign** about their experiences. **141** businesses completed the survey and it is the responses of these businesses which are shown in the results below. This was our highest participation rate to date and reflected the breadth of Brighton & Hove businesses.

The Brighton & Hove Living Wage Campaign encourages local businesses to pay all employees the Real Living Wage. The campaign is led and managed by **Brighton Chamber**, with over **780** businesses, social enterprises, charities and public sector organisations signed up.

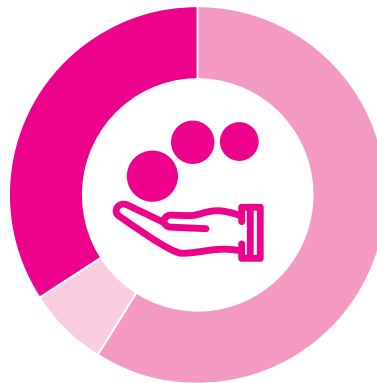
Sectors represented in the survey



As illustrated, a wide variety of sectors participated in the survey, providing a great reflection of Brighton's make-up as well as the 780 employers who are committed to the Living Wage.

Wages

One third of respondents said joining the Living Wage Campaign directly elevated salaries. This increased to over 90% for businesses with 100+ employees.



- 34% elevated
- 59% no effect
- 7% didn't know

Suppliers

4 in 5 respondents said that when choosing suppliers for their business, they would consider whether they are a Living Wage employer.



- 81% would consider
- 19% would not consider

The impact of paying the Living Wage

POSITIVE FOR STAFF

4 in 5 respondents felt that the Living Wage had a positive effect on staff.



- 80% positive effect
- 20% no effect

IMPORTANT FOR BUSINESS

89% of respondents felt the Living Wage is important for business.



- 89% important
- 11% neutral/unimportant

Specific impacts of paying the Living Wage

This was a multi-select question. One quarter (26%) of respondents made a single selection, a further quarter (28%) made 2 selections and 15% selected 3, 4 or all 5 of the options.



Good staff morale

Highest share of responses with nearly two-thirds (61%) selecting.

By Sector

Three-quarters of respondents in Bars & Restaurants and in Tech selected this.

By Size

Higher shares among larger organisations.



Strong employee retention

Almost half selected this (48%). Nearly always selected alongside at least one other impact.

By Sector

Much higher in Bars & Restaurants (87% selected).

By Size

Marginally higher in smaller organisation sizes.



Positive PR

Nearly half (46%) felt PR was positively impacted by paying the Living Wage.

By Sector

Lower response in Tech with a quarter finding this.

By Size

Trends were similar, with around half in each organisation size reflecting this.



Help with recruitment

Almost half (48%) felt this. Of this group, two-thirds also selected 'strong employee retention' reflecting an overall benefit to talent management.

Trends similar by sector and organisation size.



High levels of staff productivity

Just over a quarter (28%) felt this was an impact.

All who selected this also scored 4's and 5's on Living Wage having a positive impact on staff and importance to the business.



No impact

Around one in every 10 (14%) said there was no impact. This group also all responded that the Living Wage had not directly led to an increase in their employees' wages. For many this is because they were already paying the Living Wage or above when they joined.

Brighton & Hove Living Wage Campaign is led by Brighton Chamber and supported by Brighton & Hove City Council and UNISON Brighton



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