



# Brighton & Hove Living Wage Campaign September 2017 Survey

We asked employers currently signed up to the **Brighton & Hove Living Wage Campaign** about their experiences. 83 businesses completed the survey.

The Brighton & Hove Living Wage Campaign encourages local businesses to pay all employees the Living Wage, currently £8.45 per hour. The campaign is led and managed by **Brighton Chamber**, with 350 businesses, social enterprises, charities and public sector organisations signed up.

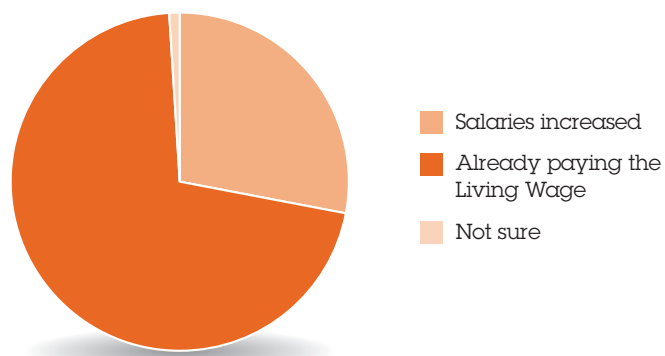
## Living Wage employers (that filled in the survey) by sector:

Building & Construction	6	Legal	2	Sport, Health & Fitness	1
Care	5	Media	4	Technology	8
Cleaning	3	Medical	1	Third Sector	18
Digital	4	Public Sector	1	Tourism & Leisure	2
Education	2	Real estate	1	Trade Unions	0
Entertainment & Events	1	Recruitment & Employment	2	Utilities	6
Financial inc. Wealth Management	3	Retail	10	Other	12
Hospitality & Catering	7	Solicitors	2	<b>TOTAL</b>	<b>83</b>

## Salaries increased as a result of signing up to the Brighton & Hove Living Wage Campaign

**28%** of the businesses that responded to the survey increased wages as a direct result of signing up to the campaign. **71%** were already paying staff the Living Wage or more. **1%** weren't sure.

**All** of the businesses that filled in the survey are still paying all staff at least the current Living Wage rate of £8.45 per hour.



## Using the Living Wage positively

Many of the businesses that responded to the survey use the Living Wage in a positive way, for instance to recruit new members of staff and to win new customers.

A lot of businesses commented that being a Living Wage employer is positive PR and reinforces the fact that they are good employers.



"Paying the living wage is an important way to demonstrate that we are an employer that cares."

## Impact of paying the Living Wage...

### ...ON STAFF

**71%** of businesses described the impact of paying the Living Wage on their staff as very positive or fairly positive. **29%** said there was no impact.



### ...ON BUSINESS

**66%** described the impact of being a Living Wage employer on their business as positive.



They went on to say they noticed the following effects:

- **57%** said that staff morale improved
- **22%** said that staff productivity and quality of work has improved
- **35%** said that employee retention has improved
- **11%** said they now spend less on recruitment
- **17%** noticed that absenteeism has decreased
- **46%** said consumer awareness of their commitment to be an ethical employer had increased



#### Other Benefits mentioned:

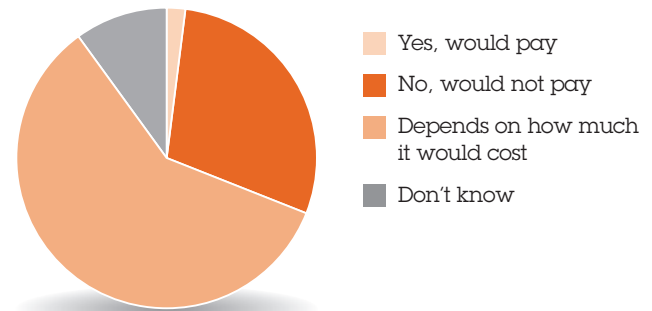
- Fits with business principles and brand
- Gaining funding because of Living Wage status
- Lower turnover of staff

Of the businesses that said that they didn't notice an impact on their staff or business, the majority commented that already paid the Living Wage or more, so they didn't notice a specific or measurable impact as a result of joining the campaign.

## Proportion of Living Wage employers that would have paid to sign up

We asked the Living Wage employers if they would have joined the Brighton & Hove Living Wage Campaign if there had been a charge to sign up: **2%** said yes, they would; **31%** said no, they wouldn't; **57%** said it would depend on how much it would cost and **10%** said they were unsure.

Businesses commented that it would have to be a low, affordable fee.



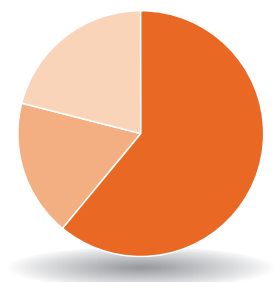
## Is the Government's 'National Living Wage' a good thing?

In April 2016, the government's **National Living Wage** was introduced as a compulsory rate of pay. Starting at £7.20 per hour, but aiming to rise to £9 by 2020, the new rate applies to those over the age of 25. We've had a lot of conversations with businesses who were confused about what they need to pay staff. Because of this, we've tried to highlight the differences by talking to businesses, writing blogs and using social media.

**74%** of those that responded said that they do know the differences between the Living Wage and the government's *National Living Wage*. **21%** said they didn't know, and **5%** weren't sure.

The majority of Living Wage employers thought that the National Living Wage is a good thing. There were a lot of comments that stated it's a good start but doesn't go far enough. This was a similar response to our survey last year.

- Yes, the *National Living Wage* is a good thing
- No, the *National Living Wage* is not a good thing
- Don't know



"I think it's good where wages have been increased for people, but it really should be in line with the proper Living Wage."