



Brighton & Hove Living Wage Campaign September 2018 Survey

We asked employers currently signed up to the [Brighton & Hove Living Wage Campaign](#) about their experiences. 73 businesses completed the survey.

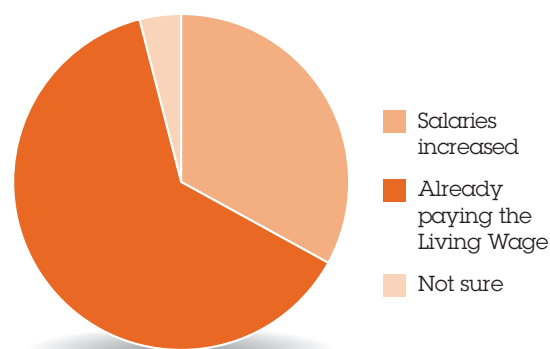
The Brighton & Hove Living Wage Campaign encourages local businesses to pay all employees the Living Wage, currently. The campaign is led and managed by [Brighton Chamber](#), with 450 businesses, social enterprises, charities and public sector organisations signed up.

Living Wage employers (that responded to the survey) by sector:

Building & Construction	4	Legal	2	Sport, Health & Fitness	1
Care	2	Media	4	Technology	5
Cleaning	2	Medical	2	Third Sector	9
Digital	8	Public Sector	0	Tourism & Leisure	2
Education	3	Real estate	1	Trade Unions	0
Entertainment & Events	1	Recruitment & Employment	1	Utilities	2
Financial inc. Wealth Management	1	Retail	7	Other/skipped	13
Hospitality & Catering	3	Solicitors	0		
				TOTAL	73

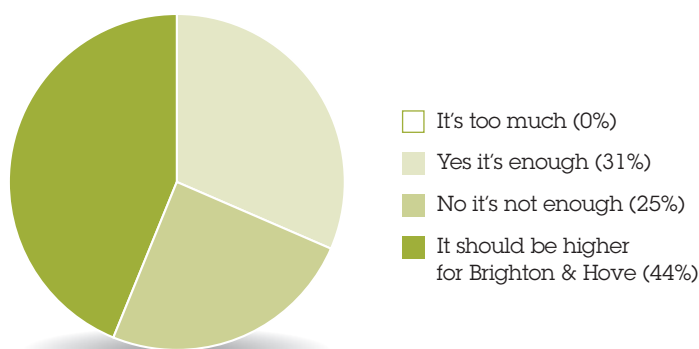
Salaries increased as a result of signing up to the Brighton & Hove Living Wage Campaign

33% of the businesses that responded to the survey increased wages as a direct result of signing up to the campaign. **63%** were already paying staff the Living Wage or more. **4%** weren't sure.



The rate

The Living Wage rate is calculated annually by the Resolution Foundation using the best available data. This City is an expensive area to live, with higher than average housing costs and lower than average salaries. For this reason we always encourage employers to sign up and commit to paying the Living Wage or more. In our survey this year we asked employers if it was felt £8.75 per hour is enough - **44%** (the majority) said that it should be more for Brighton & Hove.



"The rental market in Brighton & Hove is not in line with (my perception of) the salaries paid in the city."

The impact of paying the Living Wage

POSITIVE FOR STAFF

88% of employers we surveyed told us that paying the Living Wage has had a positive impact on their staff.



IMPORTANT FOR BUSINESS

93% of employers we surveyed told us that paying the Living Wage is important to their business.



When asked about the specific ways in which the Living Wage impacts business, respondents said:

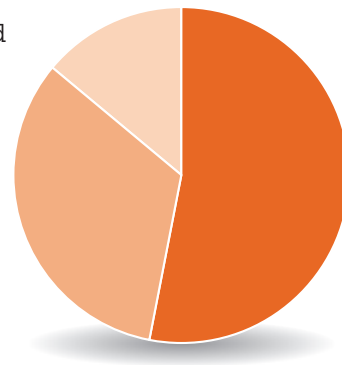
- 64% good staff morale
- 30% high levels of staff productivity & quality of work
- 33% strong employee retention
- 48% help with recruitment
- 18% few sick days and absent days
- 52% positive PR
- 11% no impact



Supply chain

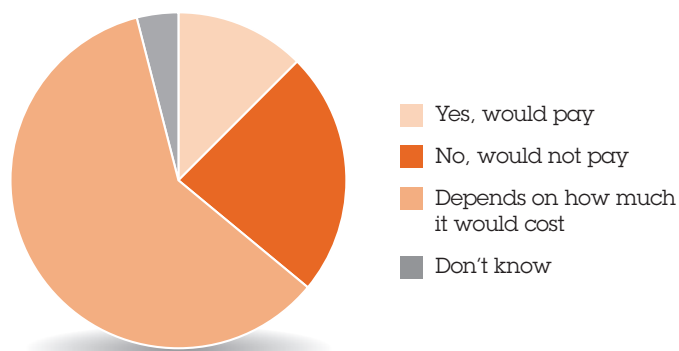
53% of those surveyed said that they consider Living Wage employers when choosing suppliers for their business.

- Yes
- No
- Don't know



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: 12% said yes, they would; 23% said no, they wouldn't; 60% said it would depend on how much it would cost and 4% said they were unsure. Businesses commented that it would **depend on the reason for the charge and what the money was used for.**



"We signed up to the Living Wage campaign primarily because of the work and campaigning we do around food poverty and food access. The importance of paying people a wage that gives them an income level that enables them to have, at the very minimum, an adequate standard of living which would include affording a healthy balanced diet."

In November 2018 the real Living Wage rose to £9 per hour for the UK and £10.55 per hour for London. To find out more, visit www.livingwagebrighton.co.uk

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