



Brighton & Hove Living Wage Campaign September 2019 Survey

We asked employers currently signed up to the **Brighton & Hove Living Wage Campaign** about their experiences. 40 businesses completed the survey.

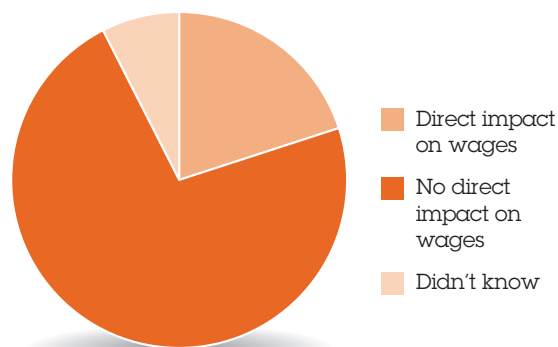
The Brighton & Hove Living Wage Campaign encourages local businesses to pay all employees the Living Wage, currently. The campaign is led and managed by **Brighton Chamber**, with nearly 600 businesses, social enterprises, charities and public sector organisations signed up.

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

Building & Construction	1	Legal	0	Sport, Health & Fitness	1
Care	1	Media	3	Technology	4
Cleaning	2	Medical	1	Third Sector	3
Digital	3	Public Sector	0	Tourism & Leisure	1
Education	4	Real estate	1	Trade Unions	0
Entertainment & Events	3	Recruitment & Employment	0	Utilities	0
Financial		Retail	1	Others	
inc. Wealth Management	1	Solicitors	0	inc. transport, creative, manufacturing and translation	10
Hospitality & Catering	3			TOTAL	40

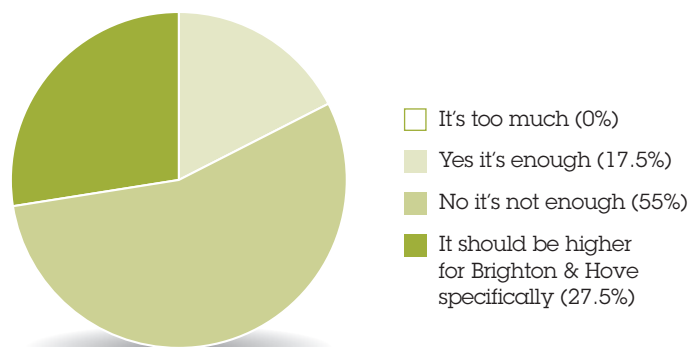
Joining the Brighton & Hove Living Wage Campaign directly led to an increase in employees' wages

20% of the businesses that responded to the survey said joining the campaign directly led to an increase in employees' wages. **72.5%** said joining the campaign did not directly lead to an increase. **7.5%** didn't know.



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 £9.00 per hour (which was the rate at the time of the survey) is enough to live on - **27.5%** said that it should be more for Brighton & Hove.



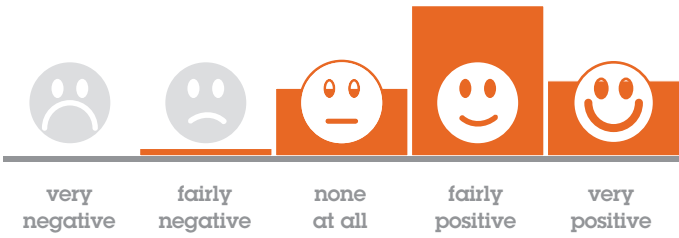
"What a great campaign, thank you for helping to make the world a better place!"

Matthew Cooper, This is The Box

The impact of paying the Living Wage

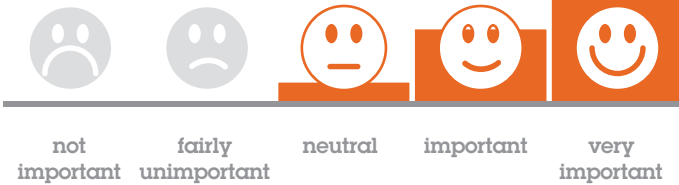
POSITIVE FOR STAFF

75% of employers we surveyed told us that paying the Living Wage has had a positive impact on their staff.



IMPORTANT FOR BUSINESS

92.5% 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:

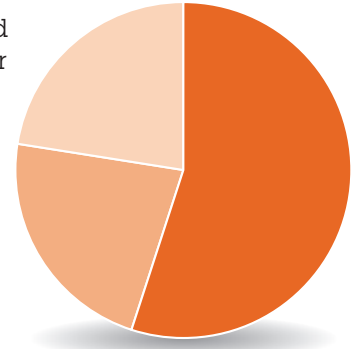
- 47.5% good staff morale
- 20.0% high levels of staff productivity
- 30.0% strong employee retention
- 40.0% help with recruitment
- 35.0% positive PR
- 20.0% all of the above
- 17.5% no impact
- 10.0% other



Supply chain

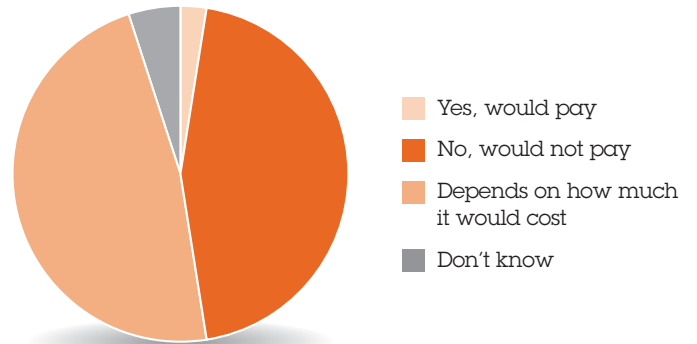
55% of those surveyed said that they consider whether or not a supplier for their business is a Living Wage employer.

- 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: 2.5% said yes, they would; 45% said no, they wouldn't; 47.5% said it would depend on how much it would cost and 5% said they were unsure.



"We are passionate about unlocking potential and having positive social impact. We believe the Living Wage is a crucial aspect for helping communities to thrive"

Olga Hopton, Plus X

In November 2019 the real Living Wage rose to £9.30 per hour for the UK and £10.75 per hour for London. To find out more, visit www.livingwagebrighton.co.uk

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