

# LIVING WAGE

BRIGHTON  
& HOVE

# REVIEW 2015



## INTRODUCTION

In April 2012, the Brighton & Hove Living Wage Commission announced that a business-led campaign for a Living Wage would be spearheaded by Brighton Chamber, with the goal of making Brighton & Hove a great example of how the Living Wage can become the normal and accepted minimum level of payment for all employers in the city.

Brighton Chamber has been driving the campaign forward ever since, raising awareness and promoting the benefits to businesses. The Brighton & Hove Living Wage Campaign aims to encourage local businesses to voluntarily pay all employees the Living Wage. The rate is set independently and updated annually, and is

calculated according to the basic cost of living in the UK. It is the amount that allows a person to live a decent life, rather than just survive.

**Full details of the Living Wage Commissions work can be found on the Brighton & Hove City Council website at [www.brighton-hove.gov.uk](http://www.brighton-hove.gov.uk).**

**RATES** The current rates are:

**£7.85**  
in the UK

**£9.15**  
in London

## TARGETS AND SUCCESS

The campaigns target for the first two years was 100 businesses to sign up and 200 salaries to be raised. Once the target was reached in 2013, we set a new target of 200 businesses to sign up and 2,000 salaries to be elevated.

There are currently **228 businesses** signed up to the campaign.  
**2,276 wages** have been increased as a result.

## Sector Living Wage Employers:

Building and Construction	10	Recruitment & Employment	6
Digital	37	Retail	22
Education	15	Solicitors	6
Events and Hospitality	8	Sport, Leisure & Health	2
Financial inc. Wealth Management	11	Technology	9
Hospitality & Catering	4	Third Sector	38
Legal	3	Tourism	6
Media	18	Trade Unions	1
Medical	12	Utilities	1
Public Sector	3	Other	12
Real estate	4	<b>TOTAL</b>	<b>228</b>

## THE JULY 2015 LIVING WAGE SURVEY

We asked the employers currently signed up to the Brighton & Hove Living Wage Campaign to fill in a survey about their experiences. Here are the highlights...



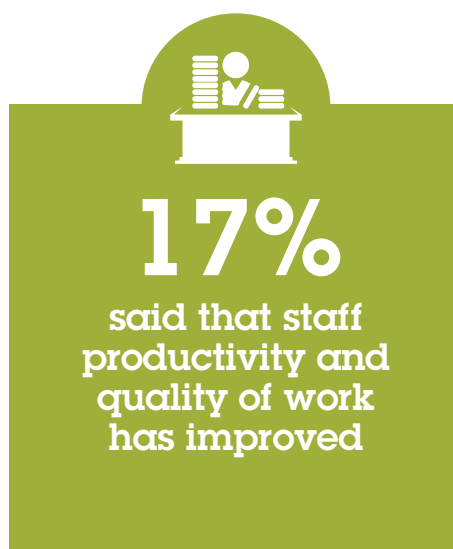
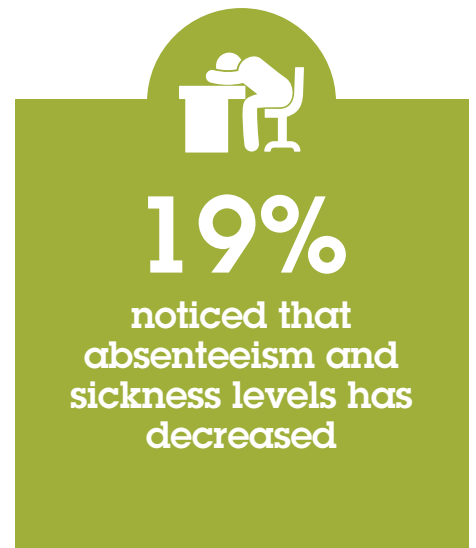
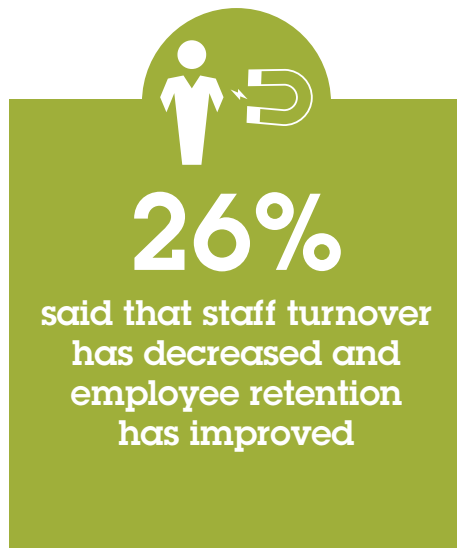
## BEST FOR STAFF



*"Colleagues were pleased that we signed up to the campaign, but they were already earning well above Living Wage in most cases and so the impact has been more about a sense that we are working in an ethical way rather than it having a financial impact on individuals."*

*"Although not impacted, the fact we are a Living Wage employer resonates positively in the team."*

## BEST FOR BUSINESS



## BEST FOR THE LIVING WAGE



**44%**

promote their  
Living Wage status  
when recruiting  
new members of staff



**62%**

encourage other  
businesses to  
sign up to the  
campaign



**29%**

have used their  
Living Wage  
status to win  
new business

Some businesses also commented that they use the fact they are Living Wage employers as positive PR for their business, and others said that they have won tenders or funding because of it.

*"We advertise it as part of our recruitment/employment material as we believe it is a very positive message to give."*

## BEST FOR BRIGHTON

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 (because there is a charge to join the national Living Wage Foundation):

**YES**

**14%**

**NO**

**41%**

**NOT  
SURE**

**45%**

Businesses that said 'yes' or 'no sure' commented that it would depend on the amount, with some questioning why a charge would be levied.

*"We haven't signed up to the Living Wage Foundation as there is a charge."*

*"Probably would pay the same rate but not 'join the campaign' - what benefit would you get for the charge?"*

*"Depends how much, not if it were a substantial sum as we can't afford much non-essential expenditure."*



## BUSINESS TESTIMONIALS

"We believe in paying a Living Wage to our employees and also in encouraging all employers to sign up to the campaign. Our work is food – and we know that today in the UK many people are struggling to find enough money to buy food on a daily basis. Paying people a Living Wage means people will have more money available to buy good food for their families."

Victoria Williams, Project Director, Food Matters

"As a small business, with everyone working together in the same office, we see how the Living Wage helps employees know that they are a valued part of the OCSI team. This is certainly true of my personal experiences of benefitting from the Living Wage."

Dan Kidby, Social Policy Researcher, OCSI

"At Shy Camera we instinctively believe that fostering an environment where people feel that their work with us is valued can only ever make a positive contribution to the quality of work we output. Setting our wages and fees baseline against a Living Wage is an important marker towards this end, and so for us it's a bit of a no-brainer."

Tom Bailey, Managing Director, Shy Camera

"Staff who receive a Living Wage feel supported and valued. As a Church school the Governors recognise the benefits of good staff morale to encourage and reward sustained dedication to the school's values and improving the children's education opportunities."

St Bartholomew's CE Primary School

"Brighton is a fantastic place to live. But we understand that it costs to live here. We want to keep our local economy (and businesses) buoyant by making it viable for people to work here rather than commute to London."

Grovelands

## SOCIAL MEDIA

**1,224**  
followers on  
Twitter

**360**  
likes on  
Facebook

Top Tweets include:

"Better Engagement = Better Productivity = Bigger Profits. What's not to like about the #LivingWage?"

@RobinHallHR

"Very proud to have finally joined @brightonchamber and signed the #Brighton @BHLivingWage pledge #new #business #support"

@CinCinUK

"@BHLivingWage More equality, a decreasing gap between those that earn the least and those at the top, benefits everyone's wellbeing!"

@FuturehealthB

"@BHLivingWage We've always paid our fab team the Living Wage (+), so hope our support for your great campaign will encourage others to do same"

@JoFlemingDesign

"So many local businesses have joined this Campaign, great to see! #LivingWage @BHLivingWage"

@PlusAccounting

### Get involved

🐦 @BHLivingWage

📘 [Facebook.com/BrightonLivingWage](https://www.facebook.com/BrightonLivingWage)

## What we've been doing since the last review in 2014

- Linked up with **Digital Tactics**, a Hove based digital media consultancy, to launch an interactive Living Wage business map for the city, featuring the **first 100 Living Wage employers**
- Created and moved the focus of activity to a digital campaign, resulting in **better awareness** of the Living Wage and the campaign in Brighton & Hove
- **Lewes** and **Lincoln** enlisted our help to create a new local campaign
- Brighton Chamber hosted a **Living Wage themed breakfast event** in March 2015, with three Living Wage employers sharing their experiences.

We made a video, which you can watch [on our Youtube Channel](#).



- In March 2015 we were able to announce that over **200 local businesses had signed up** to the campaign



## Successful Living Wage Week November 2014 with 35 sign ups

Living Wage Week 2014 had good press and PR across the city. **The Argus, Brighton & Hove Independent, Latest TV, Radio Reverb, BBC Radio Sussex** all got involved either by publishing articles or discussing the Living Wage on their shows. **Latest TV** made our [promotional video](#) and **Caroline Lucas MP** and her team have made a separate video with [Food Matters](#), a recent sign up. Social media activity was high with our Living Wage employers Tweeting and Retweeting Living Wage content, as well as writing blogs. In the run up to and during Living Wage Week there were 35 sign ups, a significant increase in our average weekly numbers.



## Launched a new website

Madison Web Solutions, web company and Living Wage employer, created a new website to make it more responsive and easier to use. The new directory page means that every Living Wage employer has a profile with information about the business, a logo and contact details.

Visit [www.livingwagebrighton.co.uk](http://www.livingwagebrighton.co.uk).



## What we've been doing since the last review in 2014

- **UNISON** and **Brighton & Hove City Council** continued their support for a third and fourth year



- **Richard Wolfströme**, the designer who created the Brighton & Hove Living Wage logo, adapted the logo for **Lewes** to use and made us a 'supporter' logo for those that support the Living Wage campaign but don't employ staff



- **Active support** from the Living Wage businesses and supporters has helped to encourage other organisations to consider paying staff the Living Wage
- A Brighton trainee journalist from **Journalist Works** spent a week with us meeting and interviewing Living Wage employers

- The campaign has been **shortlisted for the 2015 Brighton and Hove Business Awards for 'The Greatest Contribution to the Community'**, winner to be announced at the Awards Ceremony on the 4th September



- Carried out a **survey** of our Living Wage employers to see how it has affected them, with very positive results for staff, the business and the community
- Made **videos** with some of our Living Wage employers to highlight the positive benefits of paying staff the Living Wage

## CHALLENGES

- We have always known that certain sectors were going to find it more of a challenge than others to sign up, for example tourism, hospitality and catering. We're pleased that we now have our first pub, Fortune of War, signed up to the campaign, along with 12 more retailers and 4 more businesses in the tourism industry
- Bigger organisations, corporate companies and chains have not signed up as often they don't fulfil the criteria or there is a lack of local decision making. They cite the financial implications of signing up as too great
- Announcement of a new 'National Living Wage' caused some confusion because of the use of the term 'Living Wage'. Although there has been an increase of what employers have to pay their staff, this is not likely to reach the Living Wage level which is annually calculated by the Centre for Research in Social Policy
- Reduction in funding support in 2013/14



## NEXT STEPS

- The campaign will continue to encourage businesses, charities, social enterprises and public sector organisations in Brighton, Hove and beyond to voluntarily commit to paying the Living Wage to their staff, joining the 228 others in the city that have already signed up
- Help these Living Wage employers further benefit from signing up by promoting them and providing them with a sticker for their office or shop window
- Look for ways to support large companies towards paying and signing up as a Living Wage employer
- Continue to work with ambassadors in key sectors of the local economy
- Develop further dialogue with sectors that struggle to pay the Living Wage
- Continue with the message to help eradicate poverty in Brighton & Hove
- Create the route for evolution and legacy of the campaign beyond the first four years
- Continue to influence and work with other cities and towns that have set up similar campaigns
- Continue to develop the relationship with the national campaign and the Living Wage Foundation
- Prepare for Living Wage Week 2015
- Seek financial support to enable a fifth year, by looking at businesses who might want to help fund the campaign, and partners in the wider Greater Brighton economic region.

## TARGETS

**50 businesses  
signed up  
to the campaign  
in 2016**

**Continue to keep the Living Wage  
in the minds of employers in  
Brighton & Hove and put the city on  
the UK map as a Living Wage City**

**The Brighton & Hove Living Wage Campaign is led and managed by Brighton & Hove Chamber of Commerce.**

**Funding by Brighton & Hove City Council and UNISON.**



Brighton & Hove  
**CHAMBER OF  
COMMERCE**



"I'm really proud that the Brighton Chamber has been running the only business-led Living Wage campaign for the last four years. We have received so much support from local businesses and are looking forward to even more businesses joining the campaign going forward."

**Carol Lewis, President,  
Brighton & Hove Chamber of Commerce**

## THANK YOU

- |                                |                               |                               |                              |
|--------------------------------|-------------------------------|-------------------------------|------------------------------|
| ■ Unison                       | ■ Brighton & Hove Independent | ■ Lollipop Print              | ■ Wired Sussex               |
| ■ Brighton & Hove City Council | ■ Wolfströme Design           | ■ Simon Callaghan Photography | ■ The Living Wage Foundation |
| ■ Madison Solutions            | ■ FDM Design Ltd              | ■ Community Works             |                              |