



Living Wage Campaign July 2015 Survey

We asked the employers currently signed up to the **Brighton & Hove Living Wage Campaign** to fill in a survey about their experiences. 105 businesses completed the survey.

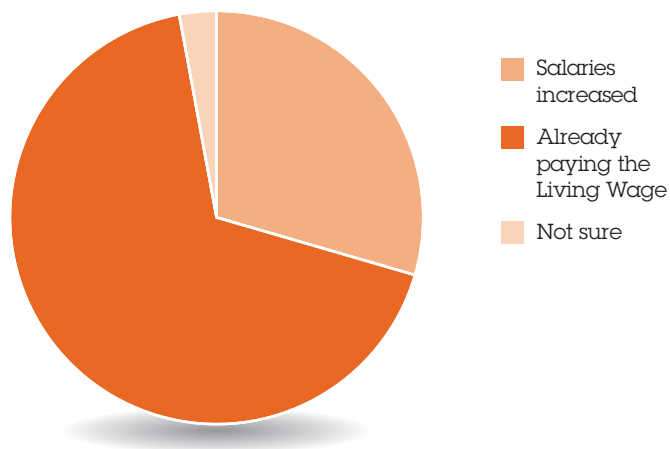
The Brighton & Hove Living Wage Campaign aims to encourage local businesses to voluntarily pay all employees the Living Wage, which is currently set at £7.85. The campaign is led and managed by the **Brighton & Hove Chamber of Commerce**, and there are currently 228 businesses, social enterprises, charities and public sector organisations signed up.

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

Building & Construction	8	Media	9	Sport, Leisure & Health	2
Digital	10	Medical	2	Technology	7
Education	5	Public Sector	2	Third Sector	17
Events and Hospitality	1	Real estate	2	Tourism	2
Financial inc. Wealth Management	4	Recruitment & Employment	2	Trade Unions	1
Hospitality & Catering	6	Retail	8	Utilities	0
Legal	1	Solicitors	1	Other	15
				TOTAL	105

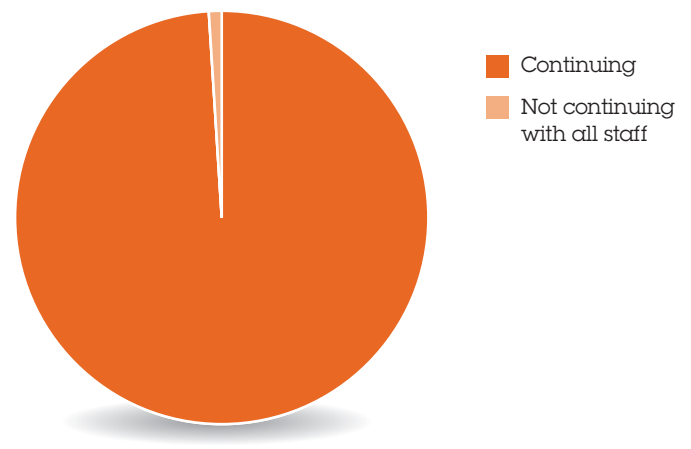
Salaries increased as a result of signing up to the Brighton & Hove Living Wage Campaign

30% of the businesses that filled in the survey increased their staff's wages as a direct result of signing up to the campaign. **68%** were already paying staff the Living Wage or more. **2%** weren't sure.



Businesses continuing to pay the Living Wage rate

104 out of the 105 businesses that filled in the survey are still paying staff at least the current Living Wage rate of £7.85 per hour



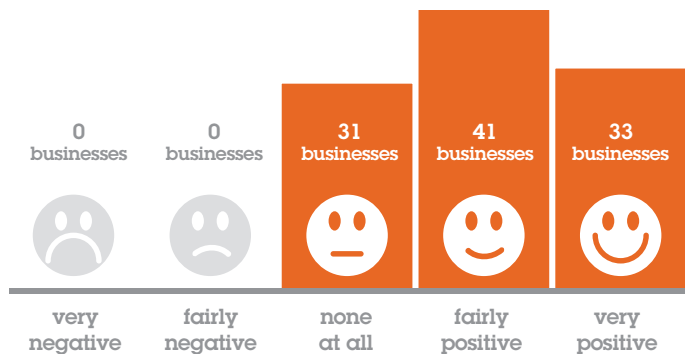
"We are proud to be signed up to the campaign - it helps staff to know that they are valued."

Impact of paying the Living Wage...

...ON STAFF

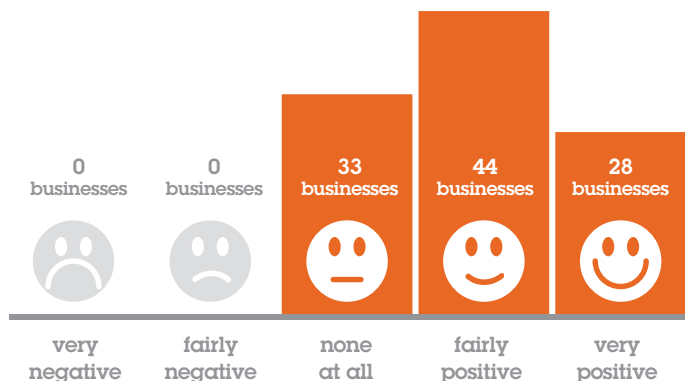
71% of businesses described the impact of paying the Living Wage on their staff as either very positive or fairly positive. **30%** said there was no impact at all.

Of the businesses that selected 'None at all' when asked what kind of impact paying the Living Wage had on their staff, the majority commented that they have always paid staff the Living Wage or more, so although being a Living Wage employer sends a good message to their staff, they didn't notice a specific, measurable impact when joining the campaign.



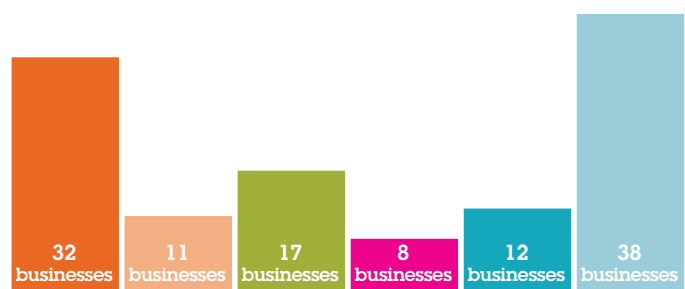
...ON BUSINESS

69% described the impact of being a Living Wage employer on their business as positive.



They went on to say they noticed the following effects:

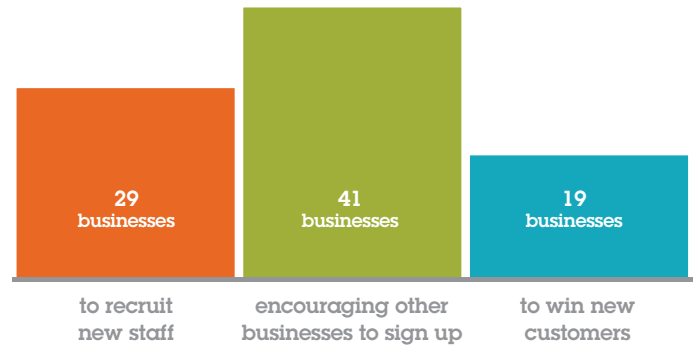
- **49%** said that staff morale improved
- **17%** said that staff productivity and quality of work has improved
- **26%** said that employee retention has improved
- **12%** said they now spend less on recruitment
- **19%** noticed that absenteeism has decreased
- **59%** said consumer awareness of the businesses commitment to be an ethical employer had increased



Using the Living Wage positively

Many of the businesses that filled in the survey have used the Living Wage in a positive way, including when recruiting new members of staff, encouraging other businesses to sign up to the campaign and to win new customers.

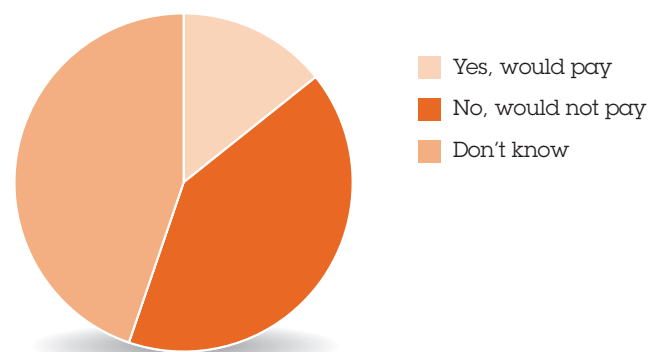
Some businesses commented that they use the fact that they are Living Wage employers as positive PR for their business, and others said that they have won tenders or funding because of it.



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 (because there is a charge to join the national Living Wage Foundation): **14%** said yes, they would; **41%** said no, they wouldn't and **45%** said they were unsure.

Businesses that said yes or that they were unsure commented that it would depend on the amount, with some questioning why a charge would be levied.



"It would be considered dependant on the cost, as we wouldn't want the charge to impact too much."

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

Funding by Brighton & Hove City Council and UNISON.

