






*Small
change, big
difference*


CITIZENS UK

**Living
Wage**
Foundation

livingwage.org.uk

Have you considered what the Living
Wage could mean for your business?

The Living Wage is the  rate a person needs to earn to cover their basic living costs • The current rate is  at **£8.80** for London and **£7.65** for the rest of the  • The Living Wage is more than the national minimum wage, which currently stands at **£6.31**

• Employers choose to pay the living wage on a voluntary basis • The rate is set  by an independent body • The LWF awards the Living Wage Employer Mark:



One in five workers in the UK earns less than the Living Wage

Being paid a Living Wage helps people to live a decent life and support their families. The amount may seem small, but it makes a big difference.

Behind The Living Wage Foundation (LWF) is the charity Citizens UK. It encourages businesses voluntarily to pay a living wage to all their staff, and recognises these businesses with the Living Wage accreditation. Four hundred UK employers, large and small, are now committed to paying their staff a Living Wage.

The figure is updated every year in November during Living Wage Week. The week is a chance to show employers that a Living Wage has the power to change lives, boost business and enable economic recovery.

“We’re not talking about luxuries, but acceptable standards: a warm home, a healthy diet and time to see your family.”

Mike Kelly, head of corporate responsibility, KMPG



The Living Wage is a partnership between civil society and business



“
Being paid the Living Wage has made a huge difference in my life. I can eat better food, I buy more meat and vegetables, and I take the Tube instead of the bus, which is faster and easier. It's definitely made me feel healthier and less worried. I can even join colleagues or friends occasionally for an after work drink, so I feel much more connected to people and less isolated. To me, it's a sign that my employer acknowledges me as a human being with my own life and needs, not just someone who contributes to the profits.”

Perrine Rolland,
home care support worker,
Penrose Care Ltd



The Living Wage made me search my conscience. But also, if I am honest, it makes business sense to pay a living wage because staff can deliver better service if they're not also worrying about the rent.”

Mark Constantine,
founder and chief executive, Lush



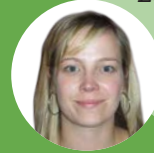
I'm always proud to walk past our Living Wage Employer plaque – it is tangible evidence of our values and of our commitment to treating all our people fairly. Among those benefitting, we've seen how the Living Wage has had a marked impact on morale, on retention and on how this crucial workforce views us as an – albeit usually indirect – employer.”

Matthew Sparkes, global head of corporate responsibility,
Linklaters LLP



The Living Wage makes such a difference to families and children. Whether it is a little extra time to play together or money to spend on healthy meals, the Living Wage should be a key part of our strategy against poverty.”

Helen Berresford, UK head of campaigns and external affairs,
Save the Children



Before, I had to work two jobs to put food on the table and pay the rent. I had no time for my family or my community. When the Living Wage was introduced I was able to prioritise the one job and that means I've been able to be there for my family and set up a youth group in my community. What I've been given, I'm now able to give back.”

Amin Hussein, cleaner and youth worker



Ordinary people doing extraordinary things

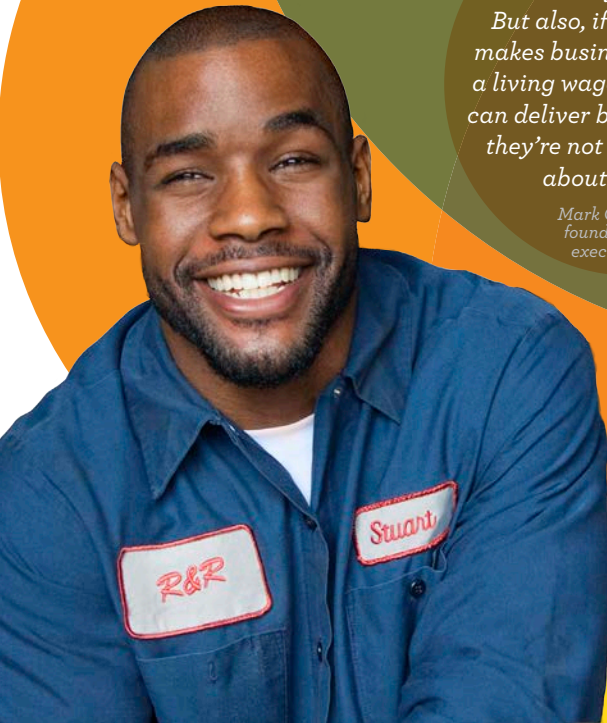
In 2001, parents from member communities of London Citizens got together to share stories on the pressures on family life.

- Many were working two jobs just to make ends meet.
- They had no time to spend with their children.
- They worked hard, but couldn't earn enough to afford a decent standard of living.
- This is how the Citizens UK Living Wage campaign was born.

Working together

Since 2001, the campaign has grown into a movement of citizens taking action and employers taking responsibility.

- There are now 400 accredited Living Wage Employers.
- The first Living Wage Olympics has taken place.
- Between them, our Living Wage Employers have a combined workforce of over a quarter of a million people.



What's in it for you?

Paying the Living Wage is good for business, good for the individual and good for society.

It can mean:

- Increased productivity
- Reduced absenteeism
- Better recruitment and retention
- Improved quality of work
- Increased awareness of your company's ethical credentials.

How to get involved

If you're thinking of applying for accreditation as a Living Wage Employer, get in touch and we'll guide you through the steps to see how it can work for you.



"The Living Wage is about fairness and investing in people. By signing up, we are demonstrating the value that we place in each and every person who works at Great Ormond Street, and the important role they play in creating the best possible experience for our patients and families."

Jan Filochowski, CEO, Great Ormond Street Hospital for Children NHS Foundation Trust



"The Living Wage has reduced staff turnover and absenteeism, while productivity and professionalism has subsequently increased."

Guy Stallard, head of facilities, KPMG Europe



"Paying the London Living Wage is not only morally right, but makes good business sense too. There are now over 2,200 employees working for companies with contracts from the GLA who are benefitting from the London Living Wage."

Boris Johnson, Mayor of London



"Instead of every penny that comes in having to go straight out again, it has given me a little extra to spend on my wife and kids, and that brings joy to my life. The Living Wage means we can do things together like going to the cinema or a play centre."

John Barkaar, security guard, Bootstrap



"My husband provided for all of us while I was at home with children. But now we can do things together that I have paid for, which gives me a sense of pride and achievement. I've been able to fund a school trip for each of my children this year. It's good to feel that I'm helping us all and that I can sometimes afford to buy little things for myself and not feel guilty!"

Ann Marshall, receptionist, C Spencer Ltd



The Living Wage makes sound business sense

Powered by:

CITIZENS UK

Charity No. 1107264

The Living Wage Foundation
has accredited more than 400
UK employers and is supported
by eight Principal Partners:


Trust for London
Tackling poverty and inequality

 Queen Mary
University of London


KPMG



JRF

JOSEPH
ROUNTREE
FOUNDATION

Linklaters

Resolution Foundation



 Save the Children

AVIVA



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*Isn't it
time we
all paid
fair?*