

# CASE STUDY: Cardiff Living Wage City

## Cardiff Action Group

### Strategies:

Some of the strategies the Cardiff action group has implemented to meet its Living Wage city targets:

- The council paid the Living Wage accreditation fees of SMEs for the first 3 years.
- In every business related newsletter the action group advertises and updates the community on the Living Wage.
- The council put the Living Wage logo on refuse vehicles.
- The action group is launching a LinkedIn campaign to target the Cardiff business community.
- The group are in the process of developing the Spark Building at Cardiff University as a Living Wage building.

## TIP 1

Involve a union at the earliest possible point. They have invaluable insight and knowledge of their sectors which can be highly beneficial to the group.

## TIP 2

Action Group members should set out how they can influence businesses in their supply chains and networks to sign up to the real Living Wage.

## TIP 3

Take every opportunity to highlight the work of the action group and the campaign. List it on all relevant agendas, sectoral events and meetings. This will continually bring awareness to the work.

## TIP 4

Cardiff has developed different strategies to more effectively target different sectors. This will allow members to focus on a strategy where their expertise and contacts can be more effectively applied.

## TIP 5

Using iconic and anchor buildings to highlight the Living Wage movement. In Cardiff the action group fly Living Wage flags from the Cardiff Castle.

# CASE STUDY: Glenrothes Living Wage Town

## Creating a Living Wage Town in post-Covid times:

Like many Living Wage Places, Glenrothes had to slow down progress of its action plan to respond to the pandemic. Covid has, however, created an opportunity to embed the living wage and the targets of the action plan into Fife's economic recovery and Community Wealth Building plans, an approach which is underpinned in all councillor's activity and could expand and embed the Living Wage into the recovery plans of many businesses.

The action group is now aiming to target large anchor institutions across Fife to create momentum in the region and drive uplift for key workers.

### TIP 1

The Fairer Fife Commission provided some financial resource to establish the action group and help toward marketing the campaign in the region.

### TIP 2

In communications, use local imagery and case studies to build a case for the campaign in your place.

### TIP 3

By focussing on businesses headquartered in Glenrothes it allowed the action group to provide more guidance and support to smaller local businesses on accreditation and the Living Wage.

### TIP 4

Use existing events and networks to bring awareness to the Living Wage E.g. Fife Business Week.

### TIP 5

Align the work of the action group with existing local policies and working groups both in the council and locality.