

LIVING WAGE CHAMPION AWARDS 2020



GUIDANCE FOR
APPLICANTS



LIVING WAGE CHAMPION AWARDS 2020

The 2020 Living Wage Champion Awards will showcase and celebrate the organisations, individuals and campaign groups who are central to the Living Wage Campaign. Whether they're seeking to do business differently in tough circumstances, hosting an event to encourage others to take up the Living Wage, providing predictable hours and secure contracts or building a movement of responsible employers in their local area, we want to celebrate them.

The Champion Awards 2020 are there to recognise those people who show leadership by promoting the real Living Wage in their sectors, supply chains and geographical areas.

We welcome applications from our whole network, big or small, as we recognise that the success of our movement is built by champions like you!

Last year, we were so impressed with [our champions](#):

- City of London Corporation for running a campaign to celebrate City firms paying the London Living Wage and encouraging others to sign up.
- Newham Citizens, who campaigned and won a commitment from the Mayor of Newham to accredit as Newham Council a Living Wage Employer.
- Luton Town Football Club for putting the real Living Wage at the heart of the club's identity and promoting the real Living Wage in football.

The Champion Awards are judged by an independent panel of judges. Judges will shortlist overall winners, in ten categories. There will be a further three awards, that do not require nominations, which will be announced at the ceremony:

- People's Vote Award
- Lifetime Achievement Award
- Living Wage Employer of the Year

WINNERS WILL BE...

- Invited to attend the award ceremony in June 2020.
- Given a Living Wage trophy to display, and a badge for LinkedIn.
- Showcased through sector Press and social media.



WHO CAN APPLY?



- This year we are asking you to nominate organisations that have shown real leadership on the Living Wage, driving it within their industries and beyond. There are separate awards categories open for organisations, coalitions of employers and campaign groups. Please check the specific criteria for each category carefully. All categories except for 'Living Wage Week Champion Award', 'Campaigns of the year' and 'Recognised Service Provider Award' require your organisation to be an accredited Living Wage Employer.
- The awards are open to those that have previously entered, been shortlisted or won awards in the past, as well as those that have not applied before. If your organisation has won an award in the past, then you cannot apply for the same category again, however you can apply for a different category.
- You can only apply in **one award category**; so please think carefully about which category fits your nomination best. During the judging process, applications may be moved between categories if they are felt to be stronger elsewhere.
- The awards are **free to enter**.
- In the interest of protecting the Living Wage movement's impartiality, judges will not give awards to elected politicians.

HOW TO APPLY?

[APPLY HERE](#)

BY DEADLINE OF THE 10TH MARCH 2020 (9AM)

Need inspiration? See who won the [2019 Living Wage Champion Awards](#).



2020 LIVING WAGE CHAMPION AWARD CATEGORIES

ALL AWARD NOMINATIONS MUST INCLUDE:

- **300 word account** of your eligibility based on outlined criteria for each award.
- A picture of the nominee or team with the Living Wage or Recognised Service Provider logo where possible, and contact details for yourself and the nominee.
- Where possible, please include **stats that demonstrate impact**. *E.g. 10 organisations signed up to the Living Wage because of an event we held.*

1. LIVING WAGE WEEK CHAMPION

Living Wage Week is our annual celebration of the Living Wage movement. As well as the announcement of the new real Living Wage rates, there are flagship events up and down the country. These events celebrate the breadth of our movement, bringing together employers, campaigners, politicians and civil society, to recognise those who are paying the real Living Wage and encourage others to step up.

To apply you must meet the following criteria:

- You must be an accredited Living Wage Employer, Recognised Service Provider or Campaign Group.
- Applicants must show how they have gone above and beyond during Living Wage Week to promote the real Living Wage, whether through press and social media, using the week to speak to other employers about the Living Wage or by playing a role in increasing the Living Wage brand and logo visibility.

Please note, there may be multiple awards for this category.

2. INDUSTRY CHAMPION AWARD

Implementing the real Living Wage presents different opportunities and challenges in different industries. Often, it only takes one employer to lead the way in making a commitment to the Living Wage for others in their industry to follow. These trailblazing employers not only demonstrate that paying the real Living Wage is possible in their industry, but also promote the benefits to others.

To apply you must meet the following criteria:

- You must be an accredited Living Wage Employer.
- You must be able to evidence exceptional leadership in the past year by promoting the Living Wage in your industry and supply chain, leading to more employers paying the real Living Wage.
- Examples of championing the Living Wage include: writing for industry press and blogs, holding events to share knowledge and best practice, or launching campaigns aimed at increasing take-up of the Living Wage in your industry.

.Please note, there may be multiple awards for this category.



3. AGAINST ALL ODDS INDUSTRY AWARD

When the Living Wage movement first began, there were some industries in which people thought getting companies to pay the Living Wage would be near impossible. These were industries such as retail, hospitality, care, cleaning, security, manufacturing and temporary recruitment agencies where low pay was particularly prevalent. Now we have hundreds of companies in our movement who are leading the way and demonstrating that not only is paying the Living Wage possible in these industries but that by doing business differently, they can change the industry for the better.

To apply you must meet the following criteria:

- You must be an accredited Living Wage Employer.
- You must be able to evidence leadership on the Living Wage in industry with high levels of low pay, including: retail, hospitality, care, cleaning, security, manufacturing and temporary recruitment agencies.

There may be multiple award winners in this category.

4. PUBLIC SECTOR CHAMPION

Organisations in the public sector not only employ significant numbers of people in our economy but serve as anchor institutions, reflecting the values and priorities of their communities. When these organisations make the commitment to pay the real Living Wage, they set an example for others to follow, as well as safeguarding their workers from in-work poverty.

To apply you must meet the following criteria:

- You must be an accredited Living Wage Employer in the Public Sector.
- You must be able to evidence leadership promoting the real Living Wage in the communities you work in and to other public sector employers.

There will be one award winner in this category.

5. LIVING HOURS CHAMPION

The Living Wage campaign has been fighting for wages that meet the real costs of living since 2001. The campaign is based on the belief that no one should be working full time, and still earning less than they need to live. However, levels of in-work poverty are also affected by other employment practices, such as the number and predictability of hours people work. In June 2019, we launched our Living Hours campaign to recognise those employers who are going beyond the Living Wage to provide their workers with the security and stability that low paid workers need to make ends meet.

To apply you must meet the following criteria:

- You must be an accredited Living Wage Employer who is implementing the Living Hours measures in your organisation to tackle insecurity and underemployment as well as low-pay, and demonstrate this in your application.
- You must be promoting Living Hours publicly and encouraging others to implement it.

There will be one award winner in this category.



6. PLACES CHAMPION AWARD

There's a growing consensus that collective efforts within defined geographic places can help re-design the way our local economies work and fix entrenched local economic problems. Across the UK, many Living Wage Employers, especially large and leading employers such as Local Authorities, are recognising their role in influencing other businesses in their area to demonstrate good employment practices and benefit the local economy. We are reliant on their leadership to grow the Living Wage in regions across the UK.

To apply you must meet the following criteria:

- Nominations must be on behalf of the Living Wage Place Action Groups, which have been recognised by the Living Wage Foundation or are on the path towards recognition. Nominations can also be made by local authorities, large anchor institutions or any businesses or organisations that have been actively involved in expanding uptake of the real Living Wage in their place.
- You must provide evidence of the impact of your work on the place you have been operating in. e.g. the number of employers who have taken up the real Living Wage as a result of your hard work, the numbers of low paid workers lifted to the real Living Wage rate, and any other impacts on the local area.
- You can also apply for this category as a Living Wage Building.

There may be multiple award winners in this category.

7. LIVING WAGE CAMPAIGNS OF THE YEAR AWARD

The Living Wage movement is nothing without the tireless work of individuals and community groups who campaign for the Living Wage in their area or at their workplace. The Living Wage movement began with local people coming together and asking for businesses to step up and that has made it the success it is today.

To apply you must meet the following criteria:

- This award is open to **individuals, teams and community groups** that have successfully campaigned for uptake of the Living Wage and as a result grown the Living Wage movement.
- Nominees must evidence what their campaign set out to achieve on the Living Wage and demonstrate how they have worked towards that goal and achieved it.
- Living Wage Employers or Recognised Service Providers can not apply for this category.

There may be multiple award winners in this category.



8. FUNDING AND CHARITY CHAMPION AWARD

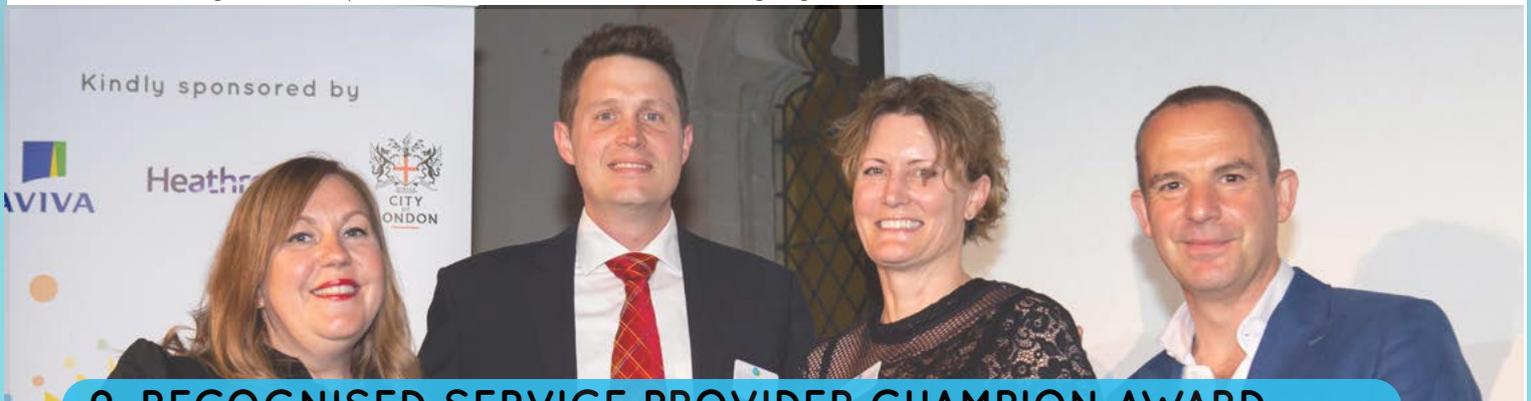
In recent years, many charities delivering vital services to the most vulnerable people in our society, as well as a wide range of organisations working to improve our health, wellbeing, and access to knowledge, nature, arts and culture, have experienced a tough funding environment, and high levels of low-pay. We recognise that paying the real Living Wage in a charity comes with its own challenges and want to recognise those who are leading the way. We also want to acknowledge the Living Wage Funders who are trying to do things differently. Ranging from local authorities to charitable trusts and foundations, corporate and capital funders, they commit to tackle low pay by supporting their grantees to pay the Living Wage.

To apply you must meet the following criteria:

- Nominations must be for organisations that are either Living Wage Employers from the charity sector or Funders who are part of the Living Wage Funder Scheme and use their funding and grant-making processes to promote the real Living Wage.
- This award will recognise those that have helped do the most to tackle low pay in sectors such as charities, and the arts either by promoting the Living Wage in your sector, or by becoming a Living Wage funder and enabling others to pay it through grant-making.



There may be multiple award winners in this category.



9. RECOGNISED SERVICE PROVIDER CHAMPION AWARD

Increasingly, low-paid work, such as cleaning, catering and security, is outsourced to third-party service providers. It is for this reason that we work with Recognised Service Providers to champion the Living Wage, one contract at a time. Recognised Service providers have committed to pay all their own head office staff the Living Wage as per the Living Wage Employer agreement. They have also committed to always offer a Living Wage bid alongside every market rate submittal to all prospective and current clients. This means the client always has the choice to implement the Living Wage at the point of tender and there is a pathway towards the Living Wage for the provider in place.

To apply you must meet the following criteria:

- Nominations must be for Recognised Service Providers working with the Living Wage Foundation.
- Applicants must be able to demonstrate their commitment to promoting the real Living Wage to their clients and increasing the percentage of their contracts that are being paid at the real Living Wage.
- They must also evidence how they promoted the Living Wage to other service providers.



There may be multiple award winners for this category.



10. EMPLOYEES' CHOICE AWARD

The Living Wage movement, at its heart, is about the workers who benefit from receiving a wage that is enough to live on. Therefore this award is all about who they think deserves to be recognised as an outstanding employer.

To apply you must meet the following criteria:

- Nominations must be from employees at a Living Wage Employer or Recognised Service Provider, sharing their perspective on working for their employer.
- Nominations must include a testimony on why their employer deserves to be recognised for paying the real Living Wage, including how their employer has gone above and beyond for its employees. Nominees could share stories and examples of the difference it has made to either themselves or their colleagues' lives.
- Please be aware, information including testimony may be shared for marketing purposes, but we can anonymise it for anyone who wishes.
- To ensure smaller organisations are not at a disadvantage, the award will be awarded based on the strength of nomination, not the number of nominations.

Because we want to share the stories of winners, nominations must:

- Be a maximum of 300 words
- Include employee name and job title
- Include contact details for the organisation they are nominating with a member of staff's name and contact information, so we can inform them of their nomination.

THE PROCESS

Employees
make
nominations

Shortlist
employee
nominations to 3
which the public
vote on

Launch public
vote on social
media for
Employees'
Choice Award

The winner will
be decided by
polling results
and announced
at the ceremony



2020 LIVING WAGE CHAMPION AWARD CATEGORIES

THE SELECTION PROCESS

STAGE 1

Applications open on **30 January 2020** and will be reviewed following the application deadline on **17 March 2020 (9am)**.

STAGE 2

By early April, judges will review the applications, and choose winners for each category. **Depending on numbers of entrants, most applicants will receive an invite to the awards ceremony in April**, with winners announced on the night itself.

STAGE 3

In June we will announce the winner of each category, and an award ceremony will take place. On the same night, we will announce a few other award winners which were not open to nominations for the following categories: **Living Wage Employer of the Year Award, Lifetime Achievement Award and People's Vote Award**.

STAGE 4

After the announcement and award ceremony, winners of each category will be supported with press releases and social media activities.





If you have any further questions please
get in touch with Emily Collins at the
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