

## Highlights of media coverage for Living Wage Week 2016

### TV

#### **BBC 2 Scotland – BBC Newsroom Live: Aired 31st October, 11.53**



2 – 3 minute live interview with Laura Gardiner of the Resolution Foundation focussing on the announcement and the difference between the Living Wage and the National Living Wage, largely consisting of Laura patiently explaining the difference between the two rates.

#### **BBC1 London: Aired 31st October, 10.34, repeated 18.41**

Good coverage of the LWW launch event with Sadiq Khan at Alchemy Coffee, including graphics showing a clear difference between NMW and the real LW, and employee and employer interviews with Alchemy Coffee. The latter part of the portion focussed on the Ritzy strike, however.



#### **ITV 1 London Lunchtime News: Aired 31st October, 13.55**



Brief coverage but all the top lines included: separate rate for London, voluntary rate that is separate to the NMW. Also an excellent quote from Sadiq Khan focussing on business benefits of a Living Wage.

### **Print Coverage**

#### [What is the Living Wage, how much is the new rate, and is it higher in London?](#)

##### **The Sun - Oct 31, 2016**

The National Living Wage was only brought in in April 2016 by the then Chancellor, George Osborne, and was inspired by the voluntary scheme. It is set at £7.20 per hour and applies only to those aged 25 or over. Next year it is expected to go up to £7.50.

#### [London living wage increased to £9.75 an hour](#)

##### **Financial Times - Oct 31, 2016**

Almost 3,000 employers found out on Monday they must pay their workers a minimum of £8.45 an hour or £9.75 in London after an increase in the voluntary living wage rates.

