MAKE THE MOST OF
LIVING WAGE WEEK 2019
YOUR GUIDE
WE WANT TO CELEBRATE WITH YOU!

Living Wage Week is the annual celebration of the Living Wage movement. This year Living Wage Week will take place **Monday 11th to Sunday 17th November 2019**, with the new Living Wage rates announced on **Monday 11th November**.

Living Wage Week is the perfect opportunity for you to promote your Living Wage accreditation to staff, stakeholders and the general public. This guide will tell you everything you need to know about Living Wage Week.

WHAT HAPPENS IN LIVING WAGE WEEK?

- **THE NEW RATES ARE ANNOUNCED**
- **TOP POLITICIANS CHAMPION THE MOVEMENT**
- **WE CELEBRATE THE LIVING WAGE MOVEMENT**
- **EMPLOYERS HOST EVENTS UP AND DOWN THE COUNTRY**

**GUIDE CONTENTS:**

Page 2 - Living Wage: The basics
Page 3 - Living Wage Week events
Page 4 - Host your own
Page 5 - Campaign materials
Page 6-7 - Getting the public’s attention
Page 8 - Making 2019 the best Living Wage Week
The Living Wage campaign is an independent movement of businesses, organisations and people who believe a hard day’s work deserves a fair day’s pay. Employers choose to pay the real Living Wage on a voluntary basis - it provides an ethical benchmark for responsible pay.

The campaign for a Living Wage was launched by members of London Citizens in 2001. Parents in East London found that despite working two, or more, minimum wage jobs they were struggling to make ends meet, and were left with no time for community and family life. It is an example of how civil society, businesses and organisations can work together to tackle in-work poverty. It enjoys cross party support, with public backing from successive Metropolitan Mayors and MPs across the UK, including First Ministers in Wales and Scotland.

**KNOW THE DIFFERENCE**

- The real Living Wage is independently calculated based on what employees and their families need to live.
- This is why it’s higher than the government minimum wage, rebranded as the ‘National Living Wage’.
- Employers voluntarily choose to pay it - changing people’s lives right now.
- It applies to all workers over 18 - recognising that young people have the same living costs as everyone else.

**FACTS AND FIGURES**

- 93% of university graduates want to work for a Living Wage Employer
- 93% of the Living Wage network say it has benefitted their business
- 90% of consumers agreed that pay should reflect living costs
- 86% of Living Wage Employers reported an increase in staff motivation since accrediting

**ACHIEVEMENTS OF THE MOVEMENT**

The campaign for a real Living Wage has now delivered more than £1 billion in extra wages to workers since it began in 2001, and it has lifted over 200,000 people out of in-work poverty.
We’ll be hosting a series of regional events this Living Wage Week (see below). We’d love you to attend one and start a conversation about making your local area a Living Wage Place with other Living Wage Employers. You should receive an email invite to your local event so don’t forget to RSVP. If you haven’t heard from us, please contact katie.watts@livingwage.org.uk.

• Grey = Living Wage Foundation events
• Orange = Living Wage Employer events
HOLD YOUR OWN EVENT

As a Living Wage Employer, you are in the best position to tell others in your local area or industry why being a Living Wage Employer is so important. One way to do this is to hold your own event. Below are some ideas from previous Living Wage Week events. If you need some help with planning - do get in touch!

Let us inspire you....

Get the croissants out, hold a business breakfast

Hosting a business breakfast with your associates is an easy format to share the benefits of paying the Living Wage over a cuppa.

Last year Boo Consulting held a breakfast event and used it to invite local employers in Bolton who weren’t yet accredited and wanted to find out more. The business breakfast was a great opportunity to make new connections, and together they pledged to double the number of Living Wage Employers in Bolton by 2019.

Get a panel together

Invite advocates of the Living Wage and host a panel discussion with space for Q&A’s at the end. You could frame it as a discussion of the benefits of paying the real Living Wage in your industry or area. Reach out and invite other business leaders, local MPs and workers who have benefitted from the Living Wage on the panel.

Last year Monzo held an event, which also had a panel discussion followed by Q&A. They also encouraged attendees from the tech industry to write a pledge and stick it on a giant mobile phone.

Host an evening event

In the past employers have often found networking over an evening drink a great way to invite other Living Wage Employers, or those who are interested in paying the Living Wage. Talk about the benefits and what impact it’s had on the people you work with.

Brewdog held an evening event at one of their bars in Newcastle. Both Brewdog and their employees shared stories of the benefits of the real Living Wage. They also decorated the bar with Living Wage branded beer mats.
If you need materials for decorating the workplace, putting on an event or promoting your commitment in your local area, we can provide you with a variety of products on our website, including:

**CELEBRATE WITH YOUR TEAM**

As well as brand new Living Wage KeepCups, we’ve got pens, lanyards, stickers and tote bags to celebrate your Living Wage commitment. Order these from our online shop below.

**HOST AN EVENT**

We have bunting, logo props and more to decorate your space if you’re holding an event.

Head to our online shop to choose from a range of different sized celebration packs to suit your event.

**ORDER CAMPAIGN MATERIALS**

**NEED SOMETHING MORE UNIQUE? GET IN TOUCH.**
GETTING THE PUBLIC’S ATTENTION USING EXTERNAL SPACES

Using spaces to highlight you pay the real Living Wage proves extremely effective.

Below are some example of what previous employers have done to raise awareness of it (using both internal and external spaces). Of course the simplest thing you can do is display the logo in your window or workplace.

Use the pavements!

Last year, Norwich City Council sprayed their pavements with Living Wage messages, like above. What a great way to get people’s attention on the way to work!

Fly the Living Wage Flag

like Cardiff City Council did with 40 flags raised high at Cardiff Castle. They’re not the only one, Hackney Council raised a flag last year at the council building, while others including Islington Council projected it onto their building.

Put up some posters

In the past, the Mayor of London has secured posters across the London Underground during Living Wage Week. Other local authorities have also put up posters in bus stop and spots in their council buildings.

GOT AN IDEA? Let us know.
GETTING THE PUBLIC’S ATTENTION USING INTERNAL SPACES

Use screens and reception areas
Share the news that it’s Living Wage Week with your staff and visitors by putting something up in reception like Lush (left). If you’re able to play videos on your reception screens, that’s a great way to gain attention and something Aviva have done.

Get creative with your ideas
In the past Brewdog arranged their tables with Living Wage beer mats. Think about where you could advertise that you are a Living Wage Employer and get creative, we’d love to hear from you!

There’s always bunting!
Celebrate Living Wage Week with some bunting which you can order from our online shop. A couple of years ago, E.R.Williams bought bunting and organised a photoshoot with their painters. Capture your own Living Wage Week moment and share it on social media.
MAKE LIVING WAGE WEEK 2019
OUR GREATEST YET!

In 2018 Living Wage Week was the biggest it’s ever been and we need your help to make 2019 an even greater success.

IN 2018:

The Living Wage made it into separate pieces of media coverage during the week

1750

#LivingWageWeek was tweeted over

13K

times - use the hashtag and join our social media drive

Our new rates announcement on Twitter was seen over

120K

times - make sure you follow us @LivingWageUK

Our website had

53K

visits - go to www.livingwage.org.uk for more info on the real Living Wage
“The Living Wage is the difference between existing and having a life. Before I was working but couldn’t afford heating in my flat”

-Helen, Cleaner

Thank you for continuing to be part of the Living Wage movement - we look forward to celebrating with you all for Living Wage Week 2019