

# Real Living Wage

It's More Important Than Ever



**Sophie Little – Living Wage Foundation**

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**Chris Smallwood – Anchor Removals**



# 21 years of the Living Wage movement

## Where it all began...

The East London Communities Organisation (TELCO) Assembly in Bethnal Green, November 2001



## 21 years on...

Over **11,000** accredited employers who are doing the right thing by their workers, and setting a new moral standard for business



**£10.90**  
UK LIVING  
WAGE

Living  
Wage  
Foundation

**FOR THE COST  
OF LIVING**



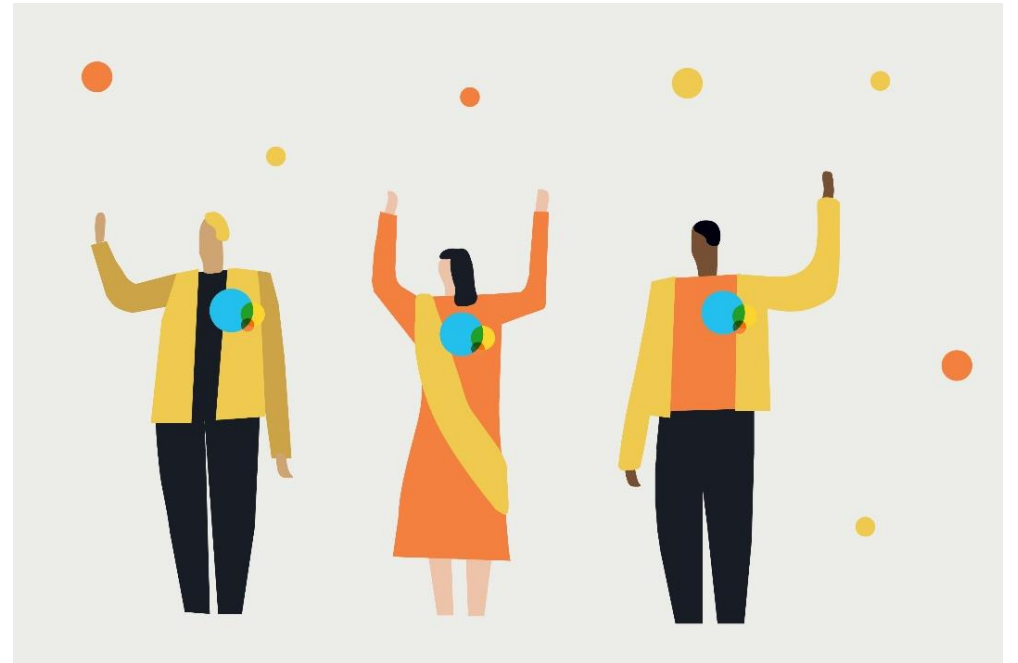
**£11.95**  
LONDON  
LIVING  
WAGE

#LIVINGWAGE

# Our movement has...



- Put over **£1.8bn back** into the pockets of low paid workers
- **1 in 13 workers** work for a Living Wage Employer
- Accredited over **11,000** Living Wage Employers





# Greater Manchester

- **Around a fifth of GM** employees earn below the real Living Wage
- If **10%** more people in GM were paid RLW, **£11,753,000** would go back into the local economy
- People on RLW receive an extra **£3000** than the government minimum
- Greater Manchester recognised as **the first Living Wage City region** in November 2021
- **4/10 local authorities accredited** – Bury, Manchester, Oldham and Salford
- **Over 500** accredited Living Wage Employers across GM
- **18,500** uplifted employees



**Graph 1: Proportion of below Living Wage workers experiencing negative life situations as a result of low pay, UK, December 2020 - August 2022:**



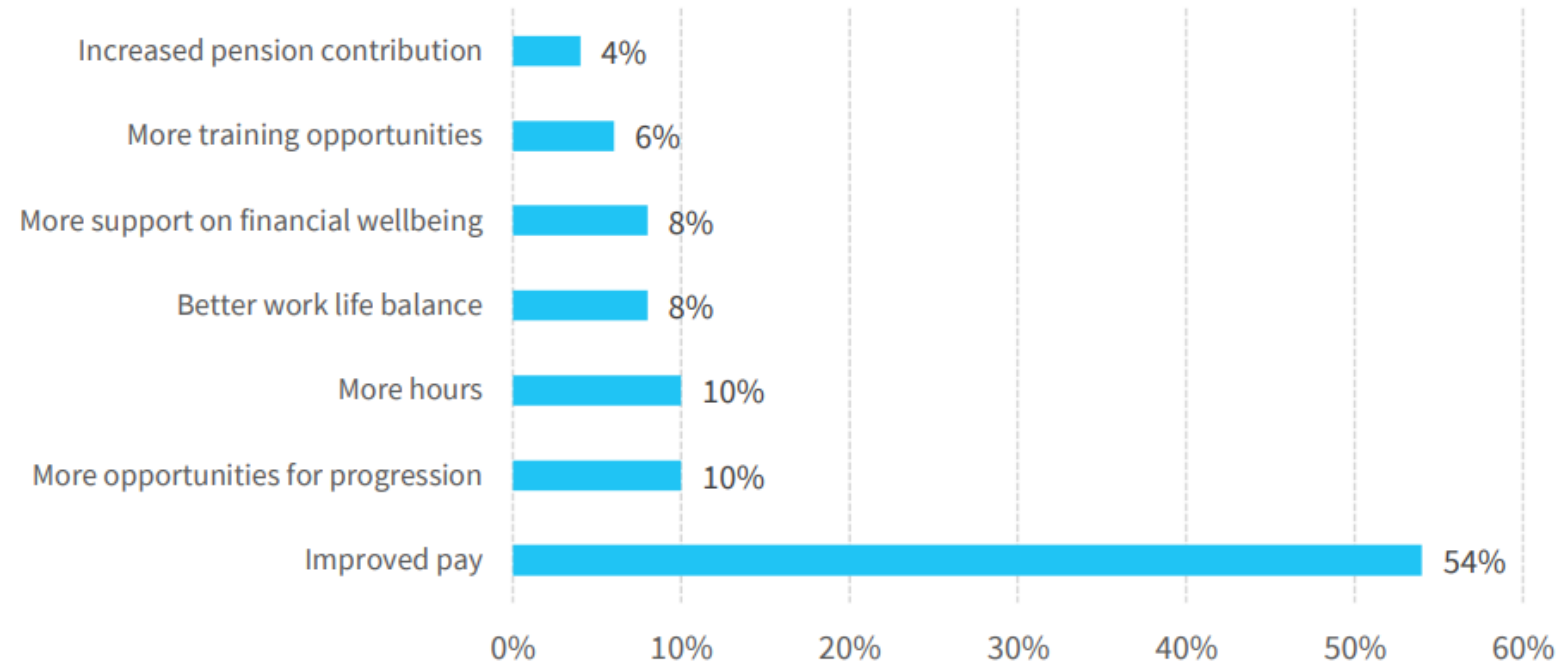
Source: Living Wage Foundation analysis of Survation surveys. Data for December 2020 comes from 2,128 respondents aged 18+, who live in the UK and earn under the real Living Wage. Data for January 2022 comes from 1,702 respondents aged 18+, who live in the UK and earn under the real Living Wage. Data for August 2022 comes from 2,054 respondents aged 18+ who live in the UK and earn under the real Living Wage. All samples were asked: In the past year, have you experienced any of the following life situations? Please select all that apply.



## Receiving better pay and tackling inflation ranked top priority to tackle cost-of-living crisis:

In the survey, low paid workers were asked to rank a range of measures that either their employer or the government could provide to help them deal with increased living costs. Unsurprisingly, increasing rates of pay was the most likely to be seen as the most important for both government and employers among low paid workers (see Graph 3 and Graph 4).

**Graph 3: Proportion of below Living Wage workers ranking the following measures their employers could take as the most important in helping them deal with increased living costs:**



Source: Living Wage Foundation analysis of Survation survey. Sample of 2,054 UK adults aged 18+ and earning under the Living Wage. Survey respondents were asked: If given the following options by your employer, which of the following measures would be most effective in helping deal with increased living costs? Please rank the following measures in order of which would be most important for you in navigating the increased cost-of-living, with 1 being the most important and 7 being the least important.

# HOW DO I BECOME A **LIVING WAGE EMPLOYER?**

PAY THE REAL  
LIVING WAGE  
TO ALL YOUR  
DIRECTLY  
EMPLOYED  
STAFF

HAVE A PLAN  
TO PAY YOUR  
CONTRACTORS  
A LIVING WAGE

COMPLETE THE  
APPLICATION  
FORM ONLINE

[www.livingwage.org.uk/become-a-living-wage-employer](http://www.livingwage.org.uk/become-a-living-wage-employer)

# The Industry:

- Physically demanding
- Unpredictable Hours
- Poor wages (minimum wage)
- Zero Hour contracts (seasonal work)



# Employers are Changing

They are recognising: the benefits of the real Living Wage

- It attracts staff in a tough jobs market for employers
- We are nearly at full employment in a post EU Britain
  - It attracts customers in a competitive market place
- 90% of the public (our customers) agree that pay should reflect the cost of living



Moving People Building Communities  
Changing Lives



**Britannia Anchor Removals**



# Anchor Removals Ltd – The first in our industry

- Living Wage Employer
- Living Hours Employer
- Member of the Greater Manchester Good Employment Charter



**MEMBER**



# What are the benefits to business?



- Reduced absenteeism
- Reduced staff turnover
- Reduced training costs
- Improved reputation
- Increased profile / recognition – clear blue water
- Business opportunities
- Higher profit

# What is the impact on your team?

- A valued workforce is a happy workforce
- No money worries
- Less hours need to be worked
- Better life outcomes



# What is the impact on your community?

- More money spent in the community
- Reduced crime – especially burglary and domestic violence
- Better health outcomes – shorter queues at the doctors
- More time to participate in community activities







## What are the barriers?

- Affordability
- Inflation
- Competition

In 2016 we became a Living Wage Employer

### Absenteeism

- 2016- 131 lost days without a statutory sick note
- 2017 -23 lost days both with and without a statutory sick note
- 2018 -11 lost days both with and without a statutory sick note
- 2019 - 11 lost days both with and without a statutory sick note
- 2020 – 1 lost day





In 2016 we became a Living Wage Employer

Growth and retention in employees we have grown from 9 employees to 12 in just 1 year

- 5 employees with over 10 years service

In 2016 we became a Living Wage Employer



#### Profit

- 2016 - £9000
- 2017 - £45000
- 2021 - £75000
- 2022 - £100,000 projected

# Thank you!

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