

HOW TO MAKE THE MOST OF LIVING WAGE WEEK

14-20 Nov 2022



CELEBRATING WITH YOU

Living Wage Week is the annual celebration of the Living Wage movement and will take place 14-20th November 2022.

This year, with prices rising at their highest rate in decades, the real Living Wage is more important than ever. That's why this Living Wage Week we'll be taking the opportunity to celebrate our amazing network of employers who have gone above and beyond to support their staff with a wage that meets the cost of living.

This guide will tell you everything you need to know about how to make the most of Living Wage Week and promote your Living Wage accreditation to staff, stakeholders and the general public.

What happens in Living Wage Week?

- Top politicians and advocates celebrate the movement
- We celebrate our network of over 11,000 employers
- We host events across the UK

In this guide...

- Living Wage: The basics
- More important than ever
- Let's get digital
- Join our online events
- Host your own event
- Merch this way
- Window competition
- Getting public's attention



LIVING WAGE: THE BASICS



LIVING WAGE WEEK

2022

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 on 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.

What is the real Living Wage?

The real Living Wage is currently £10.90 (UK) and £11.95 (London). The real Living Wage rates are independently calculated by economists at the Resolution Foundation and overseen by the Living Wage Commission. Find out more here.

Know the difference

- The real Living Wage is independently calculated based on what employees and their families need to live. It's higher than the government's minimum wage, rebranded as the National Living Wage for over 23s.
- 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.

Achievements of our movement

- The campaign for a real Living Wage has now delivered more than £2billion in extra wages to workers since it began in 2001.
- The movement has lifted almost 400,000 people out of in-work poverty. With over 11,000 accredited Living Wage Employers.

The Living Wage isn't just good for workers, it's good for business too.

- 93% of university graduates want to work for a Living Wage Employer
- Over 90% of the Living Wage network say it has benefitted their business in some way
- 90% of consumers agree that pay should reflect living costs
- 60% had increased motivation and commitment from Living Wage employees
- 86% of Living Wage Employers said it has enhanced their reputation as an employer



LIVING WAGE WEEK

2022

THE THEME THIS YEAR:

A REAL LIVING WAGE IS “MORE IMPORTANT THAN EVER”

Everyone has been affected by the rising cost of living this year, but no one more than the 4.8 million workers earning below the real Living Wage. Millions of low-paid workers and their families are really feeling the pain of the rising bills right now and our Living Wage movement is at the heart of the solutions to this crisis.

The real Living Wage remains the only wage rate calculated based on the living costs and, with the cost of living rising, earning a real Living Wage has never been more important. Accredited Living Wage Employers, like yourselves, provide staff with security and a long-term commitment to a wage that always meets the cost of living every year.

We thank you for your continued commitment and look forward to celebrating all Living Wage Employers during Living Wage Week.

THE REAL LIVING WAGE IS

MORE IMPORTANT

THAN EVER



LIVING WAGE WEEK

2022



A message from Katherine Chapman,
Director of the Living Wage Foundation:



“The real Living Wage is the UK’s only wage rate independently calculated to meet the cost of living and, for workers struggling to keep their heads above water as prices surge, it’s more important than ever before.

We’ve continued to see employers like yourselves making the commitment to do right by their employees and pay their staff a real Living Wage. There are now over 11,000 accredited Living Wage Employers leading the way by doing right by their workforce.

I want to thank you all for your commitment and dedication to paying the real Living Wage and look forward to celebrating with you during Living Wage Week.”



GET DIGITAL

#LIVINGWAGEWEEK #LIVINGWAGE

Start sharing this!

You can start sharing the countdown GIFs already as we countdown to Living Wage Week! These are included in your digital pack, but you can also retweet from our social media pages too.



Embargoed digital packs

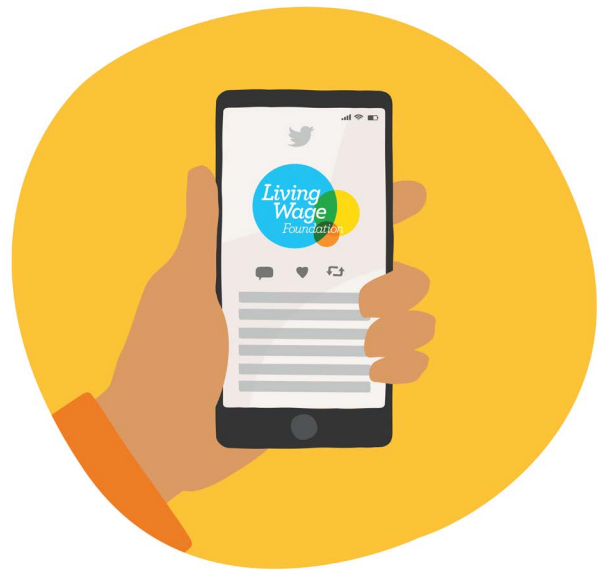
Please hold off on sharing the content of this pack until Living Wage Week - 14 Nov 2022.

Includes graphics and animations that:

- Celebrate your accreditation
- Show the impact of our movement
- Understand the calculation
- Explain the importance during the cost of living crisis
- Explain how the movement began
- Encourage looking out for the logo

Also includes:

- Quote card templates
- Email signatures



[Download](#)

More digital this way ->

Help make #LivingWageWeek trend!

Last year we trended on Twitter, because lots of people and organisations scheduled the same tweet to go out at the same time.

Help us do the same and schedule the below for:

9am Monday
14th November.

[Download](#)



What does the real Living Wage mean to you?

Share what the real Living Wage means to you and your colleagues by using our quote card template below.

Or go one step further, and record your own video sharing the difference it's made - watch [Lynne's story](#).

[Quote card template](#)



Suggested social media posts?

Suggested messaging is within the digital packs

[Download here](#)

As ever please tag us on [Twitter](#) and [Facebook](#) @LivingWageUK, or [Instagram](#) @Livingwagefoundation, Any questions? Matt.Ford@livingwage.org.uk

EVENTS



PLEDGE TO SUPPORT THE
LIVING WAGE MOVEMENT BY
Endorsing the movement by
celebrating all
Live Wage

PLEDGE TO SUPPORT
LIVING WAGE MOVEMENT
We have been thinking
I believe the only
way to create a better
future for our people
is to support the
Living Wage

PLEDGE TO SUPPORT THE
LIVING WAGE MOVEMENT BY
Supporting Living Wage
with our SMART CARD
Sincerely
Mrs. Amy O'Connell
PRODUCTION SERVICES

PLEDGE TO SUPPORT THE
LIVING WAGE MOVEMENT BY
Supporting Living Wage
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Sincerely
Mrs. Amy O'Connell
PRODUCTION SERVICES

JOIN OUR EVENTS

This year, we'll be hosting a combination of online and in person events!

Please look at our events page to check out what events are taking place this Living Wage Week 2022.



See what events are taking place here

HOST YOUR OWN EVENT



LIVING WAGE WEEK

2020

As well as joining our events, hosting your own event is a brilliant way to spread the word about the Living Wage! The event could be with your own team or with other employers in your region/ sector. Below are some ideas from previous Living Wage Week events. If you are thinking of hosting an event - do get in touch with your usual Living Wage contact or katie.watts@livingwage.org.uk.

Offline vs Online

Whether you host an event online or in person – it's up to you! At the Foundation we're hosting a combination of events online and in-person. For us sectoral events will be hosted online, with some of our smaller and regional focused events in-person. Get in touch if you have any questions or ideas on how to make online events more interactive.

Q&As and networking

If you're looking for something small scale, why not take that business breakfast online and make it an informal session where you invite employers in your region or industry to network and find out more about becoming a Living Wage Employer. Networking events are most effective in person but can be done online using breakout rooms.



Team coffee morning

Why is the real Living Wage so important today, and in your industry or region? Reach out to other Living Wage Employers and hold a panel discussion to share perspectives on the issue of a real Living Wage today. Panel discussions can be easily adapted to an online event!



Hold a panel discussion

Hold an internal coffee morning style event and invite your colleagues to find out more about what your Living Wage commitment means. If one of your colleagues has a story to share on the difference the Living Wage has made to them and they feel confident, perhaps they could share this.





LIVING WAGE WEEK

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MERCH THIS WAY

If you need materials for decorating the workplace or promoting your commitment in your local area, we can provide you with a variety of products on our website, including:

Pens, totes, bunting and...

Vehicle stickers



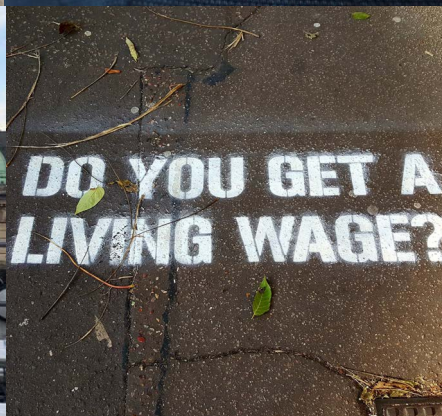
Badges



Keep Cups



Flags



Stencils



Mugs

Order yours!

Questions? Olivia.Darnell@livingwage.org.uk

#LIVINGWAGEWINDOW COMPETITION

We're launching a #LivingWageWindow Competition in the run up to Living Wage Week 2022.

It's the perfect opportunity to promote your Living Wage commitment to your staff, customers and local community by getting creative with your windows. The best window will win a bundle of Living Wage Employer goodies, as well as a promotional package tailored to your business from the Living Wage Foundation's communications team.

Challenge Accepted?

To enter, you must:

- Post a picture of a public-facing window on your premises with a display celebrating the Living Wage on one or more of the following social media platforms: Facebook, Twitter, Instagram, LinkedIn.
- The post must be tagged #LivingWageWindow.
- The entrant must be following the Living Wage Foundation on the platform they use to enter.

Find out more about entering the competitions and full T&C's here.

Get involved



Living Wage Foundation

LIVING WAGE WEEK

2022

We are a
Living Wage
Employer

EMERGENCY EXIT
BREAK GLASS TO OPEN

6114

national express **West Midlands**

GETTING

THE

PUBLIC'S

ATTENTION

follow us

@LivingWageUK

www.livingwage.org.uk

greener
emissions
Euro 6



EK09 RFX

19TDI

GETTING THE PUBLIC'S ATTENTION

Using spaces to highlight you pay the real Living Wage proves extremely effective. Below are some examples of what employers have done in the past to raise awareness of the real Living Wage.



Use the pavements!

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.



Put up some posters

In the past, the Mayor of London has secured posters across the London Underground during Living Wage Week. Clear Channel and Creature of London ran a joint campaign across UK billboards and digital advertising space.



Use what you've got...

National Express branded one of their buses in the West Midlands with a Living Wage logo for Living Wage Week (Above).

Whereas London Stadium put up some branded messages on their digital screen.



Fly the Living Wage flag

Order a flag from us to fly on iconic buildings. In the past Cardiff Castle put up 40 Living Wage flags, and many other council buildings have done the same - shout out to Hackney and Southwark Council.

MAKING LIVING WAGE WEEK 2022 OUR GREATEST YET!

In 2021:

- The Living Wage featured in **over 1500** separate pieces of media coverage, with interviews on BBC Breakfast and Radio 4's Today Programme.
- The rates were seen over **184K** times on Twitter.
- #LivingWageWeek was trending having been tweeted over **7K** times.

Join our Webinar to ask us Qs.

We will be holding a 'Make the most of Living Wage Week' Webinar on 12 October 12-1pm, where you can ask any questions and gather more ideas on how to get involved.

Contact us:

accreditation@livingwage.org.uk

[@LivingWageUK](https://twitter.com/LivingWageUK)

[#LivingWageWeek](https://twitter.com/LivingWageWeek)



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