



THE LIVING WAGE IN LOCAL GOVERNMENT

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WHAT IS THE LIVING WAGE?



Voluntary wage standard based on research into expenditure of low-wage families

Hourly rate intended to provide decent standard of living for a full-time employee:

- £9.30 UK; £10.75 London

Promoted by Living Wage Foundation, an offshoot of Citizens UK

Accreditation of Living Wage Employers:

- Payment of Living Wage to all direct employees aged 18 and over (excluding apprentices)
- Payment of Living Wage to all indirect workers aged 18 and over working at employer's premises

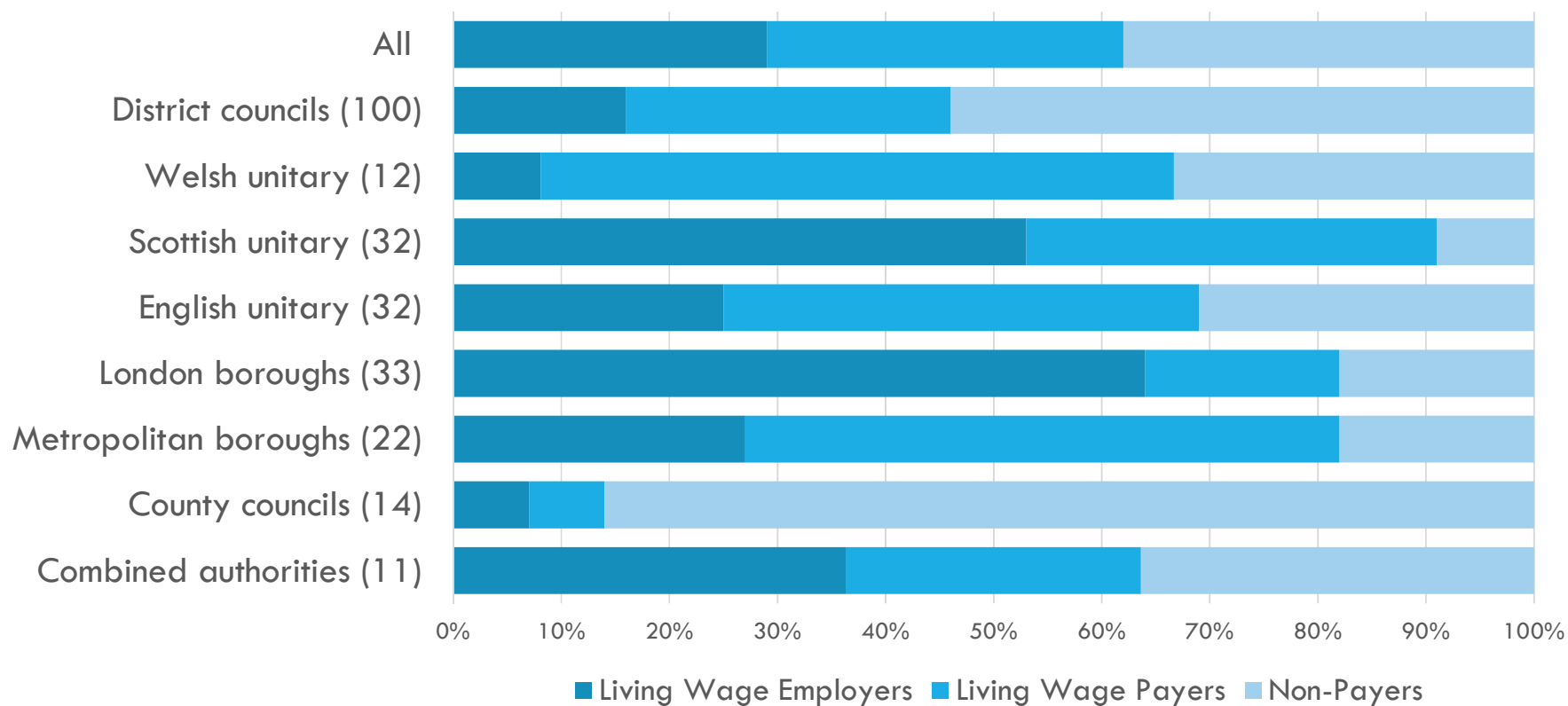
Shadow Living Wage

- Payment of Living Wage to direct workforce without accreditation
- Often the product of collective bargaining

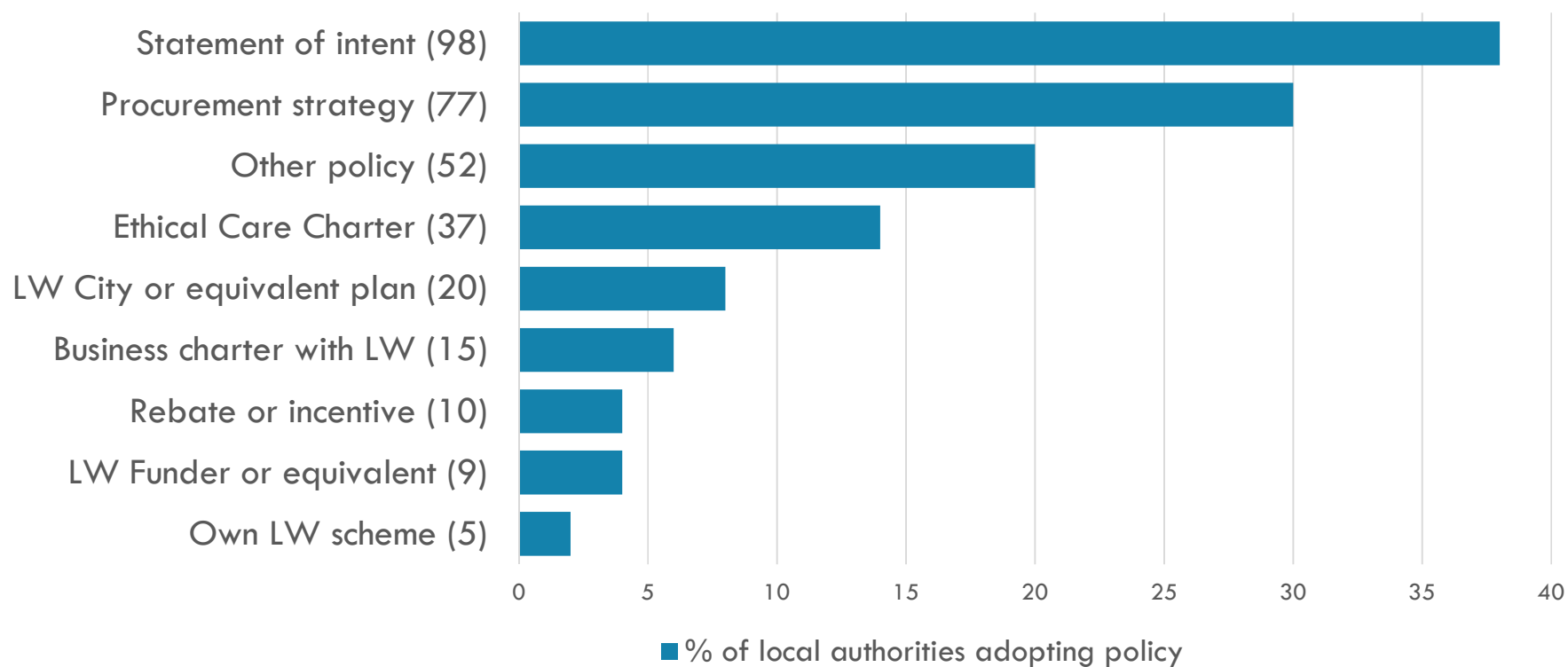
RESEARCH QUESTIONS

- How many local authorities pay the Living Wage?
- How many local authorities promote the Living Wage?
- What are the characteristics of Living Wage promoters?
- Is promotion effective in spreading the Living Wage to other employers?
- Local authority Living Wage dataset
 - 256 authorities sampled from all types of authority
 - Includes all local authorities that are accredited Living Wage Employers

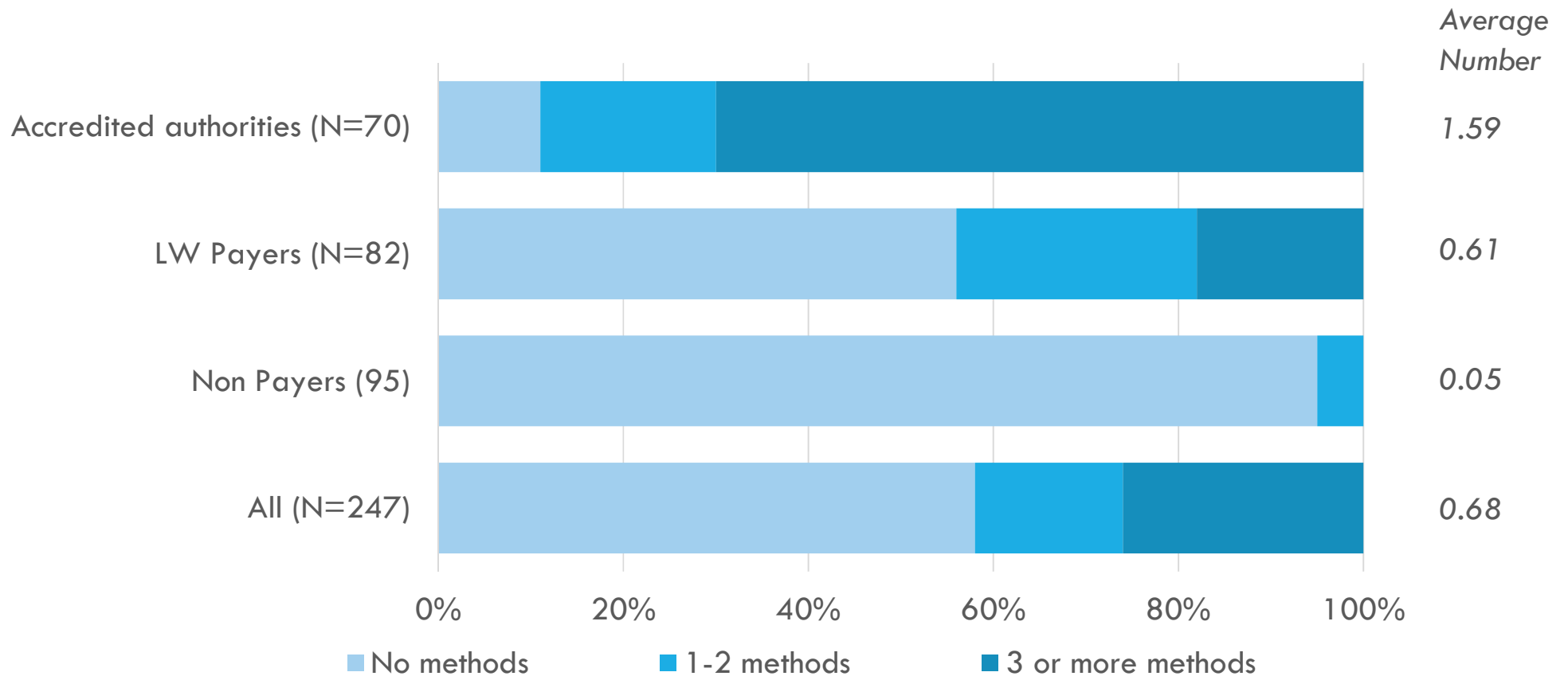
LIVING WAGE PAYERS IN LOCAL GOVERNMENT



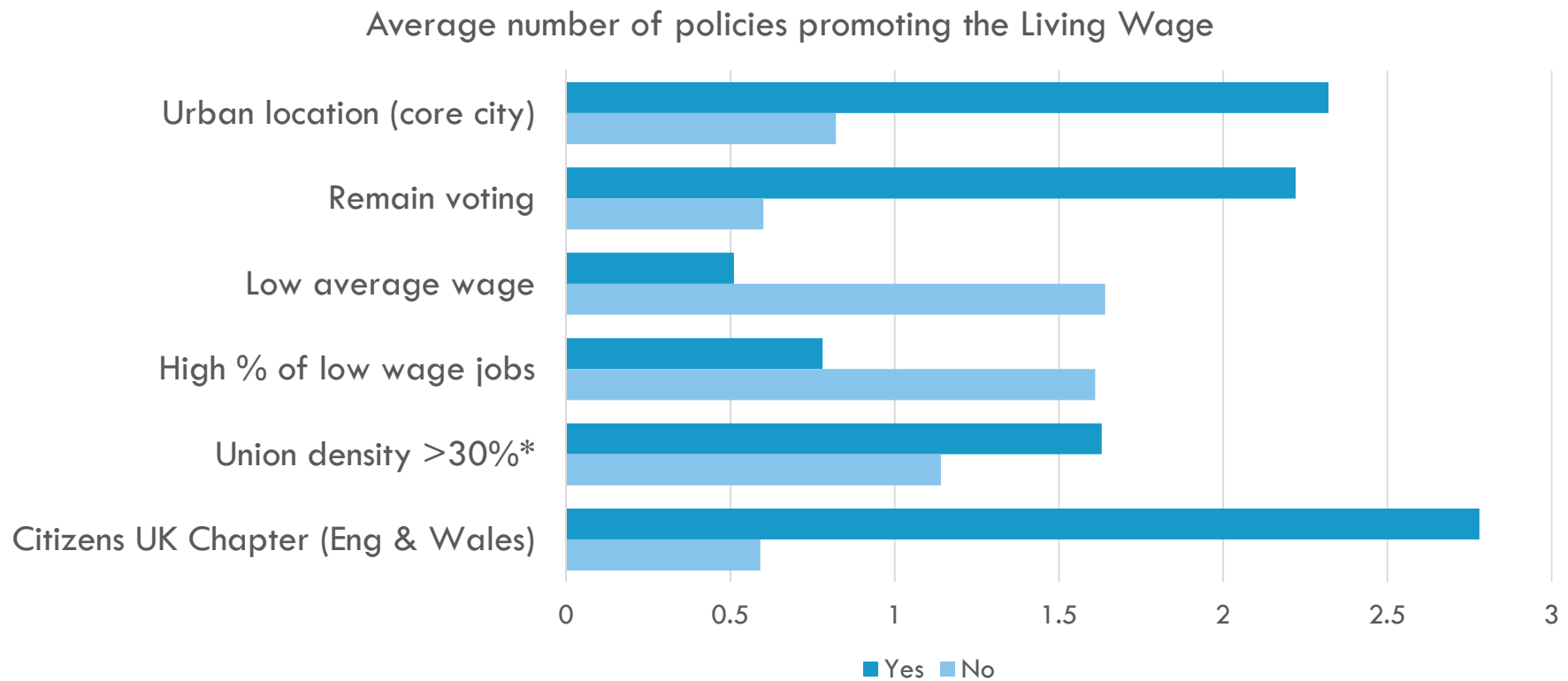
PROMOTING THE LIVING WAGE



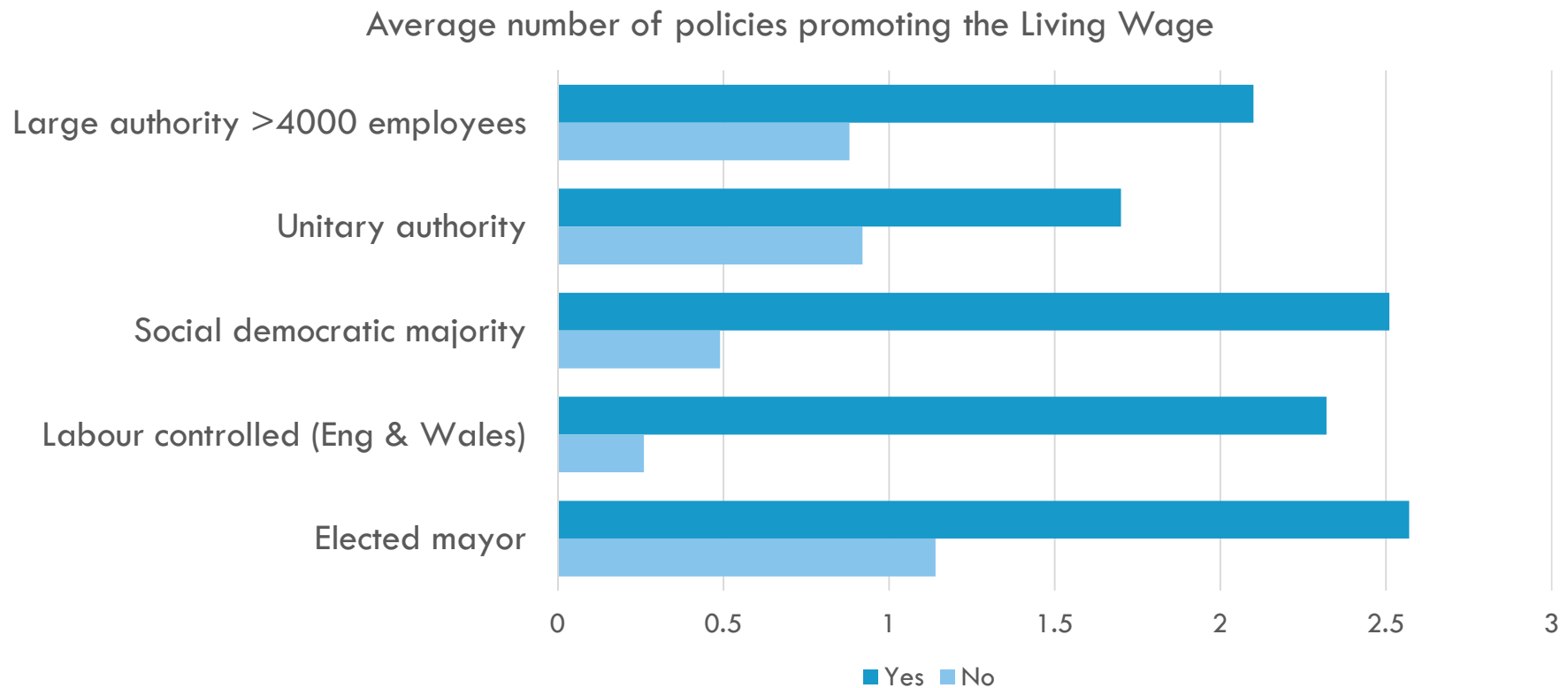
ARE PAYERS ALSO PROMOTERS?



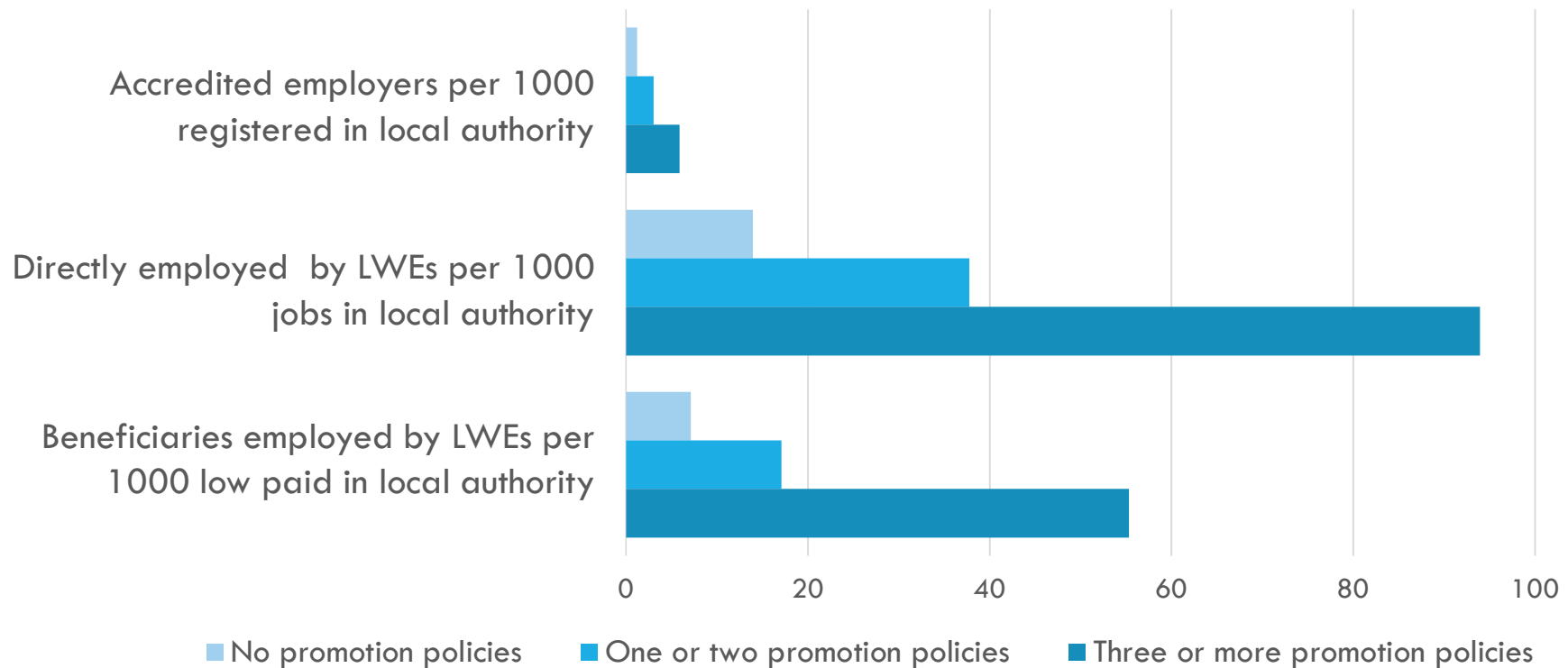
PROMOTERS OF THE LIVING WAGE: CONTEXT



PROMOTERS OF THE LIVING WAGE: CHARACTERISTICS



IMPACT OF PROMOTION POLICIES



CONCLUSIONS

- High adoption of the Living Wage in local government
- Weaker promotion of the Living Wage
- Active promoters tend to be:
 - Accredited Living Wage Employers
 - Located in urban, high paying areas with particular concentrations in Scotland and London
 - Larger authorities with Labour or SNP control
 - Situated in areas with community organizers
- Promotion of the LW has diffused the standard to other employers but often to a modest extent