

Real Living Wage: Joining Forces to Alleviate In-Work Poverty



What are we trying to achieve?

We are aiming to alleviate in-work poverty by increasing the number of employers in the city paying the Real Living Wage (RLW), meaning that low-income employees will benefit from a pay rise.

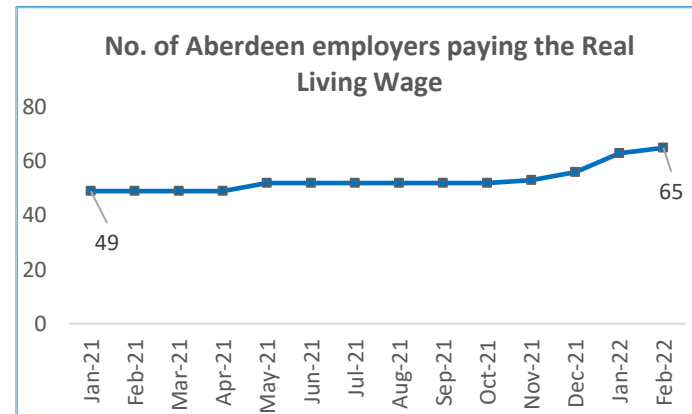
How are we doing this?

Through our multi agency improvement project we are testing the following improvements:

- Engaging with accredited employers to promote the Real Living Wage & encouraging their peers to become accredited employers
- Articles in community newsletters to highlight benefits of Real Living Wage
- Working with public sector to highlight opportunities within public sector procurement of Real Living Wage accreditation
- Living Wage Week event held to attract more employers
- Connecting with the Third Sector to understand key issues and barriers to payment of Real Living Wage

What have we achieved?

- **65** Real Living Wage accredited employers in the City, an increase of **33%** since January 2021



- **86.6%** of Aberdeen's working population being paid the Real Living Wage, a 4.6% increase since 2016
- **80%** of all Living Wage employers believe it's enhanced the quality of the work of their staff
- Locally accredited employers include **Aberdeen City Council**, **ACVO**, **University of Aberdeen**, and the global energy services company, **Wood** – with more seeking to start their journey



What impact have we had?

"As an events business, one of the main challenges is recruiting and by becoming accredited I was able to show that a small hospitality business like ours is able to pay a genuine living wage to everyone in the team. Ultimately, becoming an accredited Living Wage employer has helped us to find great talent and it shows we care about the team by paying a fair wage. It has also helped us win business from like-minded clients who understand what it means to be a Living Wage accredited employer. Plus, it shows to suppliers, contractors and customers that we are an ethical business." - Hospitality Employer

"I spent years working for minimum wage and relying on Working Tax Credits. Financial worries were extremely stressful. Earning a real Living Wage has made a huge impact on my life." - Social care worker

"Being paid the real Living Wage enables me to run my car. Before I've had to cancel shifts as I couldn't afford petrol or public transport" - Healthcare worker

