EMPLOYER PROFILE:

Fords Daly Legal

Fords Daly Legal, a law firm based in Kirkcaldy, offer a wide range of legal services across Fife, Edinburgh, Lothian and beyond. The firm was established by husband and wife legal team, Nigel and Fiona Ford, in 1991. They now have a team of 10 including daughter Lauren and son Scott, making it a true family business.

Following challenging times in 2013, Nigel and Fiona recognised the need to retain loyal employees and worked towards goals which would ensure this. Living Wage accreditation fitted well with their vision and aspirations.

"Paying the real Living Wage and accreditation is a leap of faith, but one we are glad we took, and we have seen the benefits for our business from it."

Fiona Ford, Director

The Benefits

Since becoming accredited, the business has seen a range of benefits. Staff have shown gratitude for the payment of a fair wage, and say they feel fortunate to work for a responsible employer. Many of Ford Daly Legal’s clients have responded positively to the accreditation, as it means they know the staff are being recognised and appropriately rewarded for their hard work.

"It’s important to us that staff feel valued and are rewarded for their hard work and contribution to the business."

Fiona Ford, Director

Fiona says the business has become more profitable since they implemented the real Living Wage, allowing them to hire two new members of staff. Staff say they feel valued and this has positively impacted on the customer service they provide. The owners also feel that accreditation will continue to benefit the business, no matter the challenges.

"It has helped the business become more robust and more able to weather future challenges due to the dedication and commitment of the staff. We are concerned about what Brexit may bring but Living Wage accreditation is part of ensuring our business is as strong as it can be."

Fiona Ford, Director
Staff have also seen personal benefits to being paid a wage which is based on the real cost of living. Emily Young, a Trainee Paralegal started with the business on an apprenticeship and says she is happy to have had the opportunity to continue to learn on the job and earn a fair wage.

"Being paid the real Living Wage is helping me save for my own house as well as have a social life. Without being paid the real Living Wage it would have taken much longer to save and it’s nice to know that I don’t need to choose between saving for a home and still being able to live my life."

Emily Young, Trainee Paralegal

"It’s helped me get a car and move out of my parents as well as being able to socialise. Being paid the Living Wage shows how much our work cares about us, you feel like you fit in here and our employers get back what they put in."

Brooke McKenzie, Administrator

Brooke McKenzie has worked for Fords Daly Legal for almost two years as an Administrator and also works within the Property section of the business. The real Living Wage that Brooke receives as a 19 year old is significantly higher than the National Minimum Wage.

Join the movement today

The real Living Wage makes a real and immediate difference to the lives of workers and at the same time, has proven social and business benefits. Living Wage accreditation is widely recognised as a mark of a responsible employer. The accreditation process is straightforward and there is a team of trained accreditation officers who can provide support and guidance. The real Living Wage is calculated annually according to the real cost of living in the UK and London.

Get in touch

email: accreditation@povertyalliance.org visit: scottishlivingwage.org @LivingWageScot

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