



Award Application Guidance

To help you submit your application and have the best chance of taking home one of our coveted trophies we have put together some guidance to consider when filling out your application.



TOP TIPS

- Give practical examples.
- Include employee testimony if you can.
- Additional supportive information is welcome e.g media articles, social media content, other evidence of your actions.
- Please give comprehensive answers – pay attention to the word limits and try to give as much relevant detail as possible.
- Explain what inspires you about being a Living Wage employer or working for a Living Wage employer.
- Tell us about any other interesting and relevant things your organisation has been doing.

Employee Choice example

"I'm a full-time wheelchair user and was recently able to purchase my first home as a direct result of earning a real Living Wage. I never thought this would be possible when working in minimum wage jobs."

"For the first time in my adult life, I am no longer reliant on disability benefits to supplement my wage."

"Since our employer became Living Wage accredited, my colleagues and I have a much improved work-life balance. We no longer live month-to-month and are able to live a good life while still saving for our futures."

Data based application example

Our improved reputation helps us to build even stronger customer loyalty and attract new business, thus enhancing the success and sustainability of the business.

Since implementing rLW 6 months ago:

- Job applications have risen by 35% and quality of applicants has increased
- 65% of team have over one year's service against 56% at the same point last year
- Guest satisfaction scores are over 90%
- Recruitment advertising costs reduced 17% YOY
- Temporary staff wages reduced 60% YOY
- Annual Staff Satisfaction Survey - 7% improvement YOY to 80%
- Staff Turnover - reduced by 21% last year and aiming for a further 10% improvement this year.

Detailed application example

Opportunities were sought from the outset to help Living Wage Scotland spread the positive word. We welcomed MSP Richard Lochhead, Minister for Just Transition, Employment & Fair work to our manufacturing site in for a formal visit, resulting in media coverage nationally, including the Scotsman, The Herald and Daily Record.

We have spoken at many events, including our local Business Chamber and COP26 about our social, environmental and economic responsibility ethos which includes promoting the benefits of being a Living Wage employer.

If you have any questions about applying for an award please
contact rachel.morrison-mccormick@povertyalliance.org

Applications close 19 August 2022

Good luck!