

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE <INSERT DATE>**

[insert EMPLOYER NAME] **has become accredited as a Living Wage employer**

[insert employer name] has become accredited as a Living Wage employer. [INSERT brief description of the organisation, (e.g. what we do, where we are located, our size/number of employees, our mission)]

Their Living Wage commitment will see everyone working at [insert employer name] including regular workers employed through third-party suppliers receive the real Living Wage, £12.60 per hour. This rate is higher than the government minimum for over 21s, which currently stands at £11.44 per hour.

In Scotland, 91% of all jobs pay at least the real Living Wage, positioning Scotland as the UK nation with the highest proportion of jobs paying at least the real Living Wage, yet too many jobs remain low paid. Nearly 1 in 10 jobs still pay less than the real Living Wage, which is around 234,000 jobs in Scotland.

The real Living Wage is the only UK wage rate calculation based solely on the cost of living. Employers choose to go further than the legal minimum and pay the real Living Wage, recognising the value of their workers and ensuring that a hard day’s work receives a fair day’s pay.

Since 2011 the Living Wage movement has delivered a pay rise to over 68,000 people in Scotland. Accredited employers have provided almost £600 million extra wages into the pockets of low paid workers in Scotland.

**Employer said: XXXX**

**Employee said: XXXX**

**Peter Kelly, CEO of The Poverty Alliance said:**

“We all need an income that is enough to cover our needs and protects us from poverty, and it’s only right that employers pay a wage that reflects the cost of living. Too many workers in Scotland are paid less than the real Living Wage and are struggling to stay afloat. The real Living Wage can offer protection from rising costs and can contribute to tackling in-work poverty.”

“Congratulations to [employer name] on their Living Wage commitment, I hope more organisations follow their lead by becoming Living Wage accredited.”

**Lynn Anderson, Living Wage Scotland Manager said:**

“We’re delighted that [insert employer name] has become an accredited Living Wage employer. They join a growing movement of more than 3750 employers in Scotland who together want to ensure workers have what they need. It’s inspiring that despite the challenging operating context, more employers of varying size, industry and location are investing in the real Living Wage. The growing movement of accredited Living Wage employers recognise that the security of a real Living Wage can help create a happier, healthier and more motivated workforce. We hope to see many more employers who want to stand out for going further than the minimum, join us as accredited Living Wage employers.”

**[ENDS]**

**Media Contact**

[Insert organisation’s media contact]

**NOTES TO EDITORS**

**The real Living Wage vs the ‘National Living Wage’ - the difference**

The real Living Wage is different to the government’s minimum wage rate, which for those over the age of 21 is often called the “National Living Wage”. It is a higher, voluntary rate that is independently calculated based solely on the actual cost of living. The UK Government’s rate is the minimum businesses are required to pay by law. The rate is ***different*** to the real Living Wage rates calculated by the Living Wage Foundation. The government rate is based on median earnings while the Living Wage Foundation rates are calculated according to the cost of living in London and the UK.

**About the real Living Wage & the Living Wage Foundation**

The real Living Wage is the only rate calculated according to what people need to make ends meet. It provides a voluntary benchmark for employers that choose to ensure their staff earn a wage that meets the costs and pressures they face in their everyday lives.

The UK Living Wage is calculated each year. The latest rate, £12.60 per hour, was announced on 23rd Oct 2024, and accredited Living Wage employers must implement the rise by 1 May 2025. There is a separate London Living Wage, £13.85 per hour to reflect even higher living costs compared to other parts of the UK.

The real Living Wage rates are announced each year by the Living Wage Foundation. The rates are calculated annually by the Resolution Foundation and overseen by the[Living Wage Commission](http://www.livingwage.org.uk/living-wage-commission), based on the best available evidence on living standards in London and the UK.

The Living Wage Foundation is the organisation at the heart of the UK movement of businesses, organisations and individuals who campaign for the simple idea that a hard day’s work deserves a fair day’s pay.

Across the UK, there are more than 15000 accredited Living Wage employers, including half of the FTSE 100 companies, household names like SSE, Aviva, Ikea, Burberry and LUSH as well as thousands of small businesses and charities, who are choosing to pay the real Living Wage to provide workers and families with greater security and stability.

**About Living Wage Scotland & The Poverty Alliance**

Living Wage Scotland was established in April 2014 by the Poverty Alliance with the aim of increasing the number of employers in Scotland who are recognised for paying their staff the real Living Wage.  We support employers on their journey to achieving Living Wage employer, Living Wage Place, Living Hours and Living Pension accreditation.

Living Wage Scotland is a partnership with the Living Wage Foundation and is funded by the Scottish Government.

The Poverty Alliance is the national anti-poverty network in Scotland with a long track record in working with individuals and communities affected by poverty to take action, and in providing support to influence policies solutions in Scotland.

Accredited Living Wage employers in Scotland span private, public and third sectors. Small and medium sized enterprise (SMEs) make up 75% of the total number of employers and more than 80% Scotland’s local councils are accredited.

Find out more at livingwagescotland.org