

Committee(s)	Date:
Policy and Resources Committee	11 April 2019
Subject: London Living Wage Campaign	Public
Report of: Damian Nussbaum – Director of Economic Development	For Information
Report author: Samantha Lagan – Economic Development Office	

Summary

1. In October 2018, your Committee approved a proposal for the City Corporation to run a campaign – part-funded by the Policy Initiatives Fund - to encourage financial and professional services businesses in the Square Mile to pay the London Living Wage (LLW) at £10.55 per hour.¹ The aim was to celebrate those businesses committed to paying the LLW and to encourage those not currently accredited to join them.
2. The two-week campaign launched on 25 February. It included a poster campaign on the London Underground, a launch event at the Museum of London, social media, newspaper advertising and direct discussions with City businesses, and had a very wide reach.
3. The campaign achieved substantial media coverage – 30 articles (including 6 pieces of international coverage). The media engagement enabled us to reach key target audiences, including businesses and employees, through coverage in high-profile London and business media. The tone of the coverage was overwhelmingly positive.
4. This report updates your Committee on the campaign's progress.

Recommendation(s)

Members are asked to note the successful delivery of the campaign.

Main Report

Background

1. Your Committee agreed in October 2018 to provide £15,000 for a London Living Wage Campaign, supplementing £15,000 from the EDO local risk budget. Your Committee's funding enabled the creative and publicity work.
2. To help businesses to understand the commercial and societal benefits of LLW accreditation the campaign talked business to business – by borrowing the language and visual cues of the stock market. Rather than showing company

¹ This figure is the current rate for the LLW. The rates for the LLW for 2019/20 are announced on 5 November 2019.

performance based on stock price, the campaign celebrated firms delivering returns for their people and communities by paying the LLW.

The campaign

3. For a relatively modest outlay, a high impact, high quality campaign was delivered. Exterior Media, the sole provider of advertising opportunities on the London Underground, agreed to support the campaign by increasing the number of posters and location sites across the London Underground. Seventeen posters were displayed across nine of the busiest tube stations, with a value of £60,270 – leveraging considerable additional value. The poster campaign reached over 1.3 million people.
4. To launch the campaign, a unique celebration event was held at the Museum of London, using a stock market ‘ticker tape’ to promote the names of accredited firms. Firms yet to accredit were left wondering why they were not being recognised alongside their peers. Hosted by Chris Hayward, vice chair of the policy and resources committee, the event was attended by 29 City businesses, the Rt Hon Stephen Timms MP, councillors from the London boroughs of Haringey and Islington and the team working on the Mayor of London’s “Good Work Standard”.
5. In the run up to the launch and during the campaign, coverage appeared in international, national and local media, and Campaign magazine voted it “Campaign of the Day”. London Live covered the launch of the campaign with a live interview with Chris Hayward, vice chair of policy and resources committee. (see Appendix 1 for more information)
6. There has been a hugely positive response to the campaign. The social media campaign reached over 3.8 million people in its first two weeks, making it one of the widest reaching City Corporation campaigns. This helped to build real momentum, including City workers tagging their employers on social media to encourage them to sign up (further details at Appendix 1).

Indicative impact

7. Given that the usual timeframe for conversion from an enquiry into LLW accreditation to full accreditation typically ranges from 4 – 24 months depending on the size and structure of an employer, measuring the impact of our campaign at this point is challenging. However, there are some early indicators of the campaign’s positive impact:
 - 14 non-accredited employers have enquired about LLW accreditation as a direct result of the two-week campaign. This represents a 33% increase in enquiries from the Square Mile compared to the previous fortnight.
 - One new City employer has progressed to full accreditation (Cielo Talent Management).

- There has been deepened engagement with 5 existing Living Wage employers in the City which lent their influence to the campaign, resulting in increased visibility and reach. For example, Aviva plc displayed the campaign poster on TV screens in the main reception at their City HQ, exposing 2,700 staff based there plus 20,000 in Aviva's regional offices and 25,000 passing members of the public per day to the campaign. (details at Appendix 1).
8. In the London Living Wage Foundation's report on the campaign's impact their Director said, "*The City of London are a brilliant example of championing the Living Wage – they've demonstrated true leadership and the campaign is still generating more enquiries from employers in the square mile*". (Full report in Appendix 1).

Conclusion

9. This campaign achieved its aims, with a wide reach and early signs of positive impact. The campaign has been entered into the Living Wage Foundation's annual awards scheme and has also provided a helpful starting point for officers in other City Corporation departments to explore the merit of the City becoming a 'Living Wage Place'.

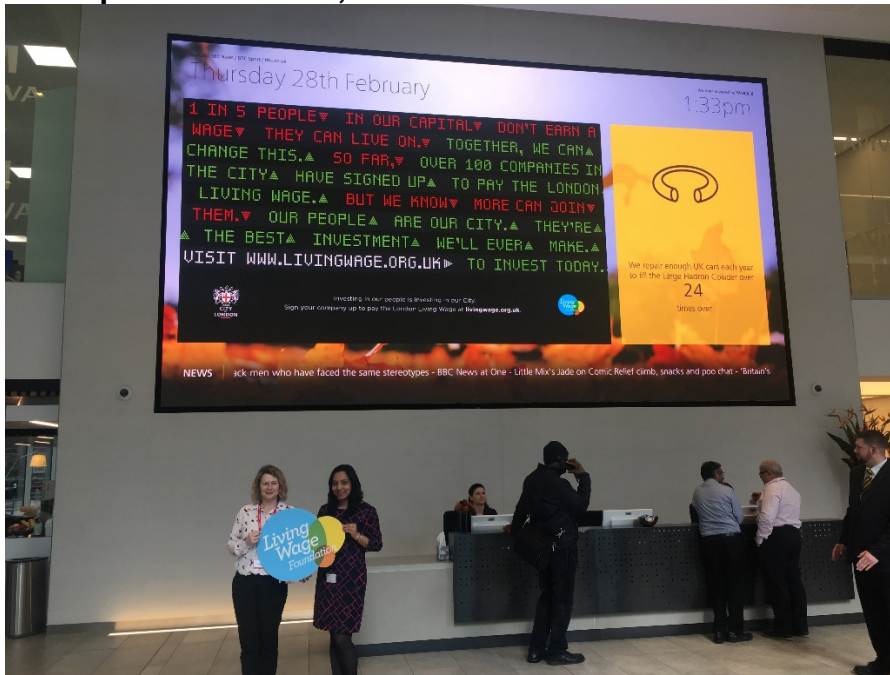
Appendix 1:

London Living Wage visuals

Poster campaign on the London Underground and the launch event at the Museum of London



Aviva plc – TV Screen, St Helen's EC3



Press and social media


Media

The Evening Standard featured the campaign in print twice, giving a circulation of 856,439. We ran columns and editorial in City A.M (circa, 299,000) and City Matters (circa, 30,000) including a digital banner on their homepage (image below). During the first week of the campaign further coverage appeared in New York Times, Reuters UK, HR Review, The London Economic, Evening Standard, London Live, Law Society Gazette, Economia, FE News, City AM, City Matters, CNBC. London Live covered the launch of the campaign with a live interview with Chris Hayward.


Social media (inc. Twitter and LinkedIn)

The top tweet had a potential reach of over 3.3 million. Key figures and organisations that tweeted about the campaign include the Mayor of London, City AM, Living Wage Foundation and Citizens UK. The total potential reach social media reach of 3.8 million made it one of the most wide-reaching City Corporation campaigns to date.

Twitter Top Posts, by Responses


Tweet	Potential Reach	Responses ▼	Clicks	Retweets
<div></div> <div>cityoflondon Paying people well isn't just good for people, it's good for business too. This morning we are launching a campaign to raise awareness of the benefits of paying the London Living Wage. #cityoflondon #business #investment #livingwage #ourpeopleareourcity @LivingWageUK https://t.co/Y2YdQC4JvD (Tweet) February 25, 2019 8:03 am</div>	3,336,935	33	0	27





Employees putting pressure on their employers to sign up



Donna Wayman @Donna_MDW · 14h
A great campaign @ZurichInsUK have we signed up yet?

Responsible City @RB_City
Over 100 companies in the City have signed up to pay the London Living Wage. Pick up a copy of City AM today to find out why more should join them. See if your company is signed up at livingwage.org.uk/CityofLondon @LivingWageUK #cityam





Digital banner on the homepage of City Matters

CITY MATTERS
Covering what matters to the City

Home News **Business** Food & Drink Entertainment Property Wellness About Us Advertise Q

1 IN 5 PEOPLE IN OUR CAPITAL DON'T EARN A WAGE THEY CAN LIVE ON. TOGETHER, WE CAN CHANGE THIS. SO FAR, OVER 100 COMPANIES IN THE CITY HAVE SIGNED UP TO PAY THE LONDON LIVING WAGE. BUT WE KNOW MORE CAN JOIN THEM. OUR PEOPLE ARE OUR CITY. THEY'RE THE BEST INVESTMENT WE'LL EVER MAKE. VISIT WWW.LIVINGWAGE.ORG.UK TO INVEST IN THEM TODAY.

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The Living Wage Foundation's report on the campaign's impact - Full report [here](#).