

**Milly Southworth**

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**From:** Living Wage Foundation <info@livingwage.org.uk>  
**Sent:** 30 January 2025 09:01  
**To:** Camilla Southworth  
**Subject:** News and opportunities from the Living Wage movement ✨

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# Here's to a new year of making a difference!

## January Newsletter

### 🎉 Happy New Year from the Living Wage Foundation!

We hope you had a well-deserved break over the holidays. As we step into 2025, we want to celebrate you – the accredited employers leading the way on fair pay and driving real change for workers across the UK.

This year, we're excited to work alongside you to:

- ✨ Deliver more pay rises for workers
- ✨ Grow retirement security through Living Pensions
- ✨ Bring fairer hours to more workplaces with Living Hours
- ✨ Celebrate your achievements at the Living Wage Champion Awards 2025 (**Nominations open in Feb!**)

Your leadership sets the standard for responsible business. Together, we'll make 2025 another milestone year for the Living Wage movement.

Read on for key updates, opportunities and ways to get involved this month.

### Also in this month's newsletter:


- Become a Good Business Charter (GBC) Accredited Organisation
- Centre for Progressive Change: Statutory Sick Pay Campaign
- Futureproof Partnership
- Living Hours Event

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## Are you an employer that's going beyond Statutory Sick Pay?

We're working with The [Centre for Progressive Change](#) to find out more from employers who are offering their employees more than Statutory Sick Pay.

At £116 a week (equiv. £4 an hour), people on Statutory Sick Pay struggle to pay the bills or provide for their families. This often results in people being forced back into work, slowing their recovery, lowering productivity, and potentially infecting others. The Centre for Progressive Change, who are the convenors of the Safe Sick Pay Campaign, are calling for a better deal for all workers when they fall sick.

**If you are an employer that is already going above Statutory Sick Pay to protect your workers with decent levels of sick pay (for example, near to the real Living Wage), please get in touch with the campaign's Business Lead, [Caroline Reilly](#) **

Your support can help the campaign to demonstrate what is already being done in this area to the Government. SME experiences are especially welcomed.

[Get in touch now](#)

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## We've partnered with Futureproof -

The Living Wage Foundation is delighted to announce our new partnership with [Futureproof](#), furthering our mission to ensure workers across the UK earn a wage they can truly live on.

This collaboration reinforces our commitment to making the real Living Wage the UK standard, bringing more businesses into our growing network of responsible employers who understand that fair pay is fundamental to building a better society.

We're particularly excited about how this partnership will help raise awareness of Living Wage accreditation among businesses that are already engaged in wider sustainability and ESG initiatives. When companies prioritise both environmental and social responsibility, everyone benefits.

**For accredited employers, this partnership opens up new opportunities to expand your responsible business practices.** Through Futureproof's platform, you can build upon your commitments to fair pay by developing comprehensive ESG and Responsible Business strategies that align with your values and drive positive change across your operations.

Together, we're working towards a future where every worker earns enough to thrive, not just survive.



# The Living Wage Foundation is now on Bluesky



With the growth of social media platform Bluesky over the last year we've also decided to join in the conversation there.

Give us a follow and come say hi! You can find us at [@livingwageuk.bsky.social](https://bsky.app/profile/livingwageuk.bsky.social)

and Living Wage Scotland at [@livingwagescotland.bsky.social](https://bsky.app/profile/livingwagescotland.bsky.social)

Follow us on Bluesky

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## Delay to delivery times for plaques and welcome packs from mid-February

We're excited to bring you an improved and refreshed brand identity from April this year. Our new brand is reflective of the success of our movement and its growth in public recognition over the past 14 years since the Living Wage Foundation began.

The update presents an exciting step forward to maximise the awareness of our brand and accreditations, whilst also improving accessibility and consistency. It is not a big departure from the original Living Wage Employer brand and as a result, the original brand still stands as a clear sign of your accredited status. More information and support will be shared in April.

However with the new brand coming soon, **we will be pausing welcome packs for newly accredited employers from the 17th February to ensure those joining our movement get the most up to date materials.** This might mean a longer wait than normal of up to 10 weeks.

Any questions please get in touch at [accreditation@livingwage.org.uk](mailto:accreditation@livingwage.org.uk)

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