



## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

#### **Seniors Helping Seniors® CELEBRATES LIVING WAGE COMMITMENT**

**The Living Wage Foundation is pleased to announce that Seniors Helping Seniors, has today, 25/8/15, accredited as a Living Wage employer.**

The Living Wage commitment will see everyone working at Seniors Helping Seniors®, regardless of whether they are permanent employees or third-party contractors and suppliers; receive a minimum hourly wage of £7.85 - significantly higher than the national minimum wage of £6.50.

The Living Wage is an hourly rate set independently and updated annually. The Living Wage is calculated according to the basic cost of living using the 'Minimum Income Standard' for the UK. Decisions about what to include in this standard are set by the public; it is a social consensus about what people need to make ends meet.

**Seniors Helping Seniors® Manager, Christian Wilse** says: We value and believe in our staff, without them we cannot deliver our services. As a multi award winning company it is important to lead the way. In fact our average hourly pay is £9.00 well ahead of the Government target to reach this by 2020 for workers outside London.

Employers choose to pay the Living Wage on a voluntary basis. The Living Wage enjoys cross party support, with public backing from the Prime Minister and the Leader of the Opposition.

**Living Wage Foundation Director, Rhys Moore** said: "We are delighted to welcome Seniors Helping Seniors®, to the Living Wage movement as an accredited employer.

"The best employers are voluntarily signing up to pay the Living Wage now. The Living Wage is a robust calculation that reflects the real cost of living, rewarding a hard day's work with a fair day's pay.

"We have accredited over 1,500 leading employers, including Seniors Helping Seniors®, ranging from independent printers, bookshops and breweries, to well-known companies such as Nationwide, Aviva and SSE. These businesses recognise that clinging to the national minimum wage is not good for business. Customers expect better than that. "

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#### **Media Contact**

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## **About Seniors Helping Seniors®**

We are a Social Venture that employs active older people to look after less active older people, in order for them to live independently for as long as possible.

Our staff is experts by experience and we are all about helping older people with activities of daily living, loneliness, dementia, confidence issues, help with meal preparation, grocery shopping and having a good time with someone you can trust. The 5 themes of wellbeing is at the core of our mission; connect, keep learning, be active, take notice and give.

## **Living Wage**

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## **Notes to Editors**

### **About the Living Wage Foundation**

The Living Wage is an hourly rate set independently and updated annually. The Living Wage is calculated according to the basic cost of living in the UK. Employers choose to pay the Living Wage on a voluntary basis. The Living Wage enjoys cross party support, with public backing from the Prime Minister and the Leader of the Opposition.

The London Living Wage is currently £9.15 per hour. This figure is set annually by the Greater London Authority and covers all boroughs in Greater London. The UK Living Wage for outside of London is currently £7.85 per hour. This figure is set annually by the Centre for Research in Social Policy at Loughborough University.

The Living Wage Foundation recognises and celebrates the leadership shown by Living Wage employers across the UK. There are currently over 1,500 accredited employers. We are an initiative of Citizens UK. We believe that work should be the surest way out of poverty.