

The real Living Wage for the real cost of living

MAKING ABERDEEN & ABERDEENSHIRE A LIVING WAGE PLACE

Action Plan

2025-2028



**Community
Planning
Aberdeen**



**Aberdeenshire
Community Planning Partnership**

INTRODUCTION

This is the 3-year action plan to support Aberdeen City & Aberdeenshire's commitment to the **real** Living Wage. This plan builds on the initial Aberdeen City action plan launched in 2022, which set out an ambition to expand the project into Aberdeenshire upon the accreditation of Aberdeenshire Council as a real Living Wage employer, which was achieved in October 2023.

This plan will support them objective of the North East of Scotland Regional Economic Strategy (RES) to become a real Living Wage region with 95% of overall employment offering a real living wage or higher. It will also support the Local Outcome Improvement Plans (LOIP) in Aberdeen City and Aberdeenshire by helping to tackle and reduce poverty, support the best quality of life, and make it a place where everyone can prosper.

The initial project in Aberdeen has already made good progress in encouraging employers to formally achieve their real Living Wage accreditation – and with a strong baseline in Aberdeenshire – this plan will seek to increase those numbers and uplift more people in both geographies onto real Living Wage rates.

APPLICANT

The application for Aberdeen City and Aberdeenshire to be recognised as a real Living Wage Place is made on behalf of the Aberdeen City and Aberdeenshire Living Wage Action Group – with the endorsement of Community Planning Aberdeen and Aberdeenshire Community Planning Partnership, the local partnerships of public, private and third sector organisations and communities working together to improve lives across Aberdeen City and Aberdeenshire.

THE PLACE

The geography of the Place will be the Aberdeen City Council and Aberdeenshire Council local authority areas as shown in the map opposite. The two Local Authorities are also collectively known, and brand, as “North East Scotland”. For the purposes of this plan, references to the “North East” and “North East (of) Scotland” should be read as Aberdeen City and Aberdeenshire.

The two local authorities work alongside other partners as part of the North East Scotland Regional Economic Partnership which monitors delivery of the Regional Economic Strategy.

"Being paid a real Living Wage makes me feel valued by the business. It's reassuring to know my hard work is recognised, and having a bit more income really improves my day-to-day life and living standards in these difficult times." **Stuart, Retail employee**



(Source: openstreetmap.com)

THE REAL LIVING WAGE AND THE MAKING LIVING WAGE PLACES SCHEME

The real Living Wage is an independently calculated rate based on the cost of living and is paid voluntarily by employers. The rate is currently £12.60 (£13.85 in London) and is calculated annually by The Resolution Foundation on an analysis of the wage that employees (18+) need to earn in order to afford the basket of goods required for a decent standard of living. This basket of goods includes housing, childcare, transport, and heating costs.

The real Living Wage is different to the UK government's national living wage which is not calculated according to what employees need to live on.

Living Wage Scotland was launched in April 2014 with the aim of increasing the number of employers in Scotland who are recognised for paying their staff the real Living Wage. Established by the Poverty Alliance, Living Wage Scotland works in partnership with the Living Wage Foundation and is funded by the Scottish Government. Businesses who commit to paying the real Living Wage to all their staff and have a plan to pay the wage to all contractors can become an accredited Living Wage employer as part of the scheme administered by Living Wage Scotland.

The Living Wage Places project puts the real Living Wage at the heart of local debates around more inclusive economies. The model celebrates local employer Action Groups for achieving recognition for a commitment to Making a Living Wage Place.

It provides an opportunity for employers from the public, private and third sector to work collaboratively to address in-work poverty to re-build identity and prosperity within their local communities. The real Living Wage & government minimum statutory wage rates are shown opposite.

"The real Living Wage makes me feel valued, it does make a difference due to the cost of things like petrol, and the cost of everything in general. If people are getting paid more, they'll enjoy working more as well". Sarah, Retail employee



Source: Living Wage Foundation (Rates at November 2024)

KEY STATISTICS

Population (2022)

Region	Aberdeenshire (1)	Aberdeen City (2)	Scotland (3)
487,900*	263,900*	224,000*	5,436,600*

(Source: 1 – Aberdeenshire Council; 2 – Aberdeen City Council; 3-scotlandscensus.gov.uk (* - Estimate)

Employment

	Region	Aberdeenshire	Aberdeen City	Scotland
Working age	308,800	160,000 (60.8%)	148,300 (67.0%)	3,440,192
Economically active	281,100	149,400 (85.2%)	131,700 (81.2%)	2,729,000
Economically active - Male	144,200	83,300 (87.9%)	60,900 (83.3%)	1,386,000
Economically active - Female	136,900	66,100 (81.9%)	70,800 (79.4%)	1,344,000
Employment rate		83.6%	75.9%	74.8%
Unemployment rate		2.0%	3.7%	4.4%

(Source: Nomis – Labour Market Profiles – Aberdeen City, Aberdeenshire, and Scotland – Oct 23- Sep 24) NOTE: Employment rates not available at regional level.

Earnings by place of residence (2024)

	Aberdeenshire	Aberdeen City	Scotland
Gross weekly – Full time	783.90	721.70	740.00
Male full time	826.01	736.70	767.70
Female full time	696.50	708.00	701.00

(Source: Nomis – Labour Market Profiles – Aberdeen City, Aberdeenshire, and Scotland)

Poverty (Child poverty defined as children in families earning below 60% of the median income after housing costs)

	Aberdeenshire	Aberdeen City
Child poverty rates (2022)	16% (1)	20.5% (2)
Number of Children living in poverty (estimated) (3)	8,799	7,994

(Source: 1- Aberdeenshire Community Planning Partnership; 2 - Community Planning Aberdeen; 3 - End Child Poverty Coalition 2021/22)

WHERE WE ARE NOW

- 211 accredited real Living Wage employers headquartered in Aberdeen City and Aberdeenshire (as at 1st April 2025)
- 63,782 employed by those accredited employers
- 79% of those 63,782 workers are employed by the 6 largest accredited employers in the region
- 2,753 local workers have been uplifted on to real Living Wage by Aberdeen & Aberdeenshire headquartered accredited employers
- 72.4% of the accredited real Living Wage employers in Aberdeen City and Aberdeenshire each employ less than 50 staff.

The specific breakdown for each Authority of the regional figures is as below

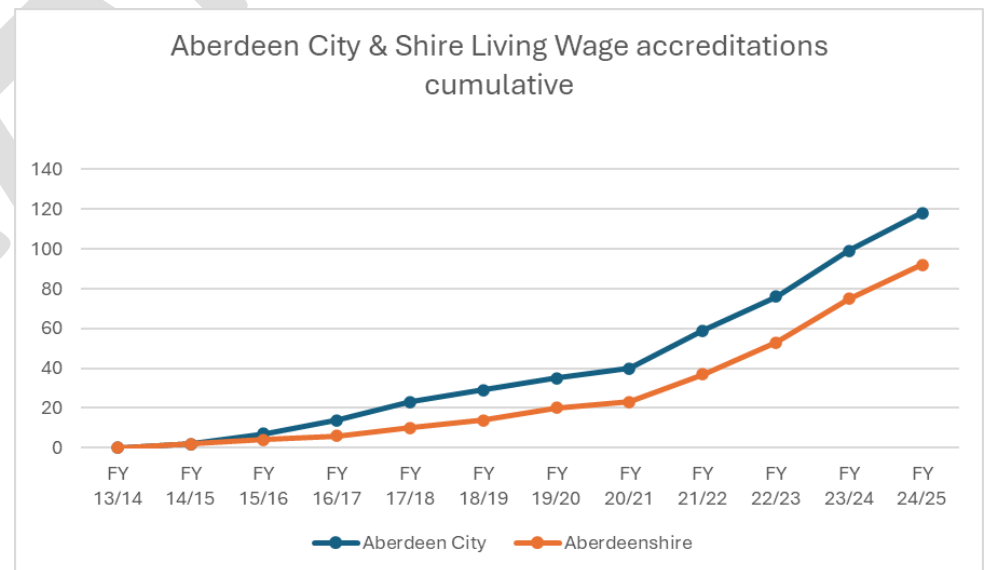
	Aberdeenshire	Aberdeen City
Accredited employers	95	116
Employees covered	20,036	43,746
Uplifts	762	1,991*

(*Figure does not take into account the uplift figures of Aberdeen-based First Bus given the large number spread across the UK following their accreditation)

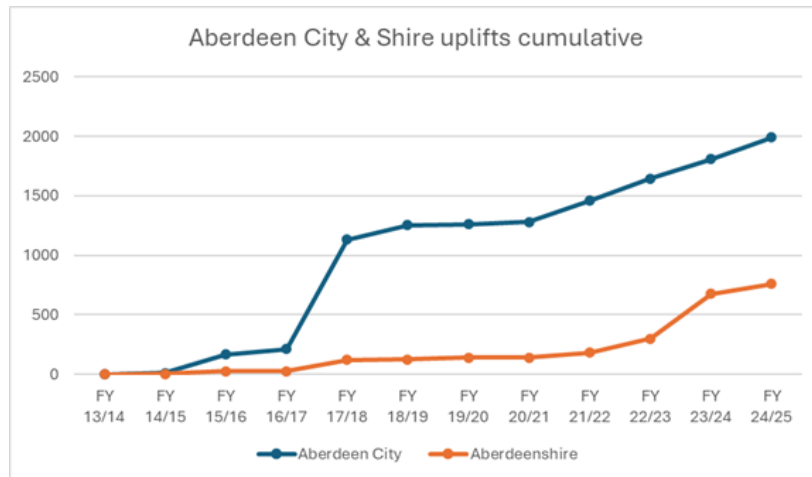
In April 2025, 116 businesses headquartered in Aberdeen, and 95 headquartered in Aberdeenshire were accredited real Living Wage employers (LWEs).

The local Action Group for Aberdeen City was established in 2022. Previously, a working group aligned to the Aberdeen Prospers Outcome Improvement Group of Community Planning Aberdeen had been developing and testing change ideas to further the aim of increasing employer sign up to the real Living Wage and to develop an action plan to join the Living Wage Places scheme.

As shown in the graph opposite, there has been steady growth in the number of accredited employers since the establishment of the Living Wage movement, particularly in the post-Covid period when more active promotion of the real Living Wage was taking place with the establishment of the Aberdeen City Place project.



As a result, we have also seen an increase of 28% in the number of employees wages uplifted to the real Living Wage since 2019, as shown below. The biggest increase came in 2016-17 when Aberdeen City Council became an accredited employer, and we have seen a marked upward trend since 2020-21.



This action plan will seek to provide a continued focus on the real Living Wage and will look to continue the upward trend in both accreditations and uplifts across a range of sectors, and our targets for both are set out in the “Measuring success” section of the plan.

The initial Living Wage action plan for Aberdeen contained an action to engage with employers in Aberdeenshire given the large travel to work area, whilst maintaining an ambition to develop a regional plan upon Aberdeenshire Council achieving their accreditation, which they did in October 2023.

This action plan will align with the North East Scotland Regional Economic Strategy which was published in February 2024.

The objectives of the Regional Economic Strategy reflect both the goals of good economic growth through diversification and ensuring that growth is equitably distributed amongst all people in the region.

One of the Strategy’s main objectives is to “become a Real living Wage region with 95% of overall employment offering a real living wage or higher.”



“Before I worked for my employer I had a Zero Hours contract, I didn’t have a strong sense of future or any true stability. Through my employer’s commitment to the real Living Wage and real Living hours, I have been able to buy a house and consider starting a family. Something that previously, I wouldn’t have been able to do. It has given me financial stability. Seeing the pride and commitment that my employer has to being a real Living Wage employer, makes me proud to work for them.” **Robert, Manufacturer employee**

LIVING HOURS

Payment of the real Living Wage remains a fundamental part of the solution to in-work poverty; however, the shape of low-paid work has changed.

Security of hours is the other side of the coin when it comes to solving in-work poverty.

Precarious work disproportionately affects our lowest-paid workers in industries such as retail, health and social care. Research from the Living Wage Foundation in August 2023 concluded that over 9% of workers in Scotland are in insecure work and paid below the Living Wage - approximately 250,000 workers. This is why we welcome the commitment from the Scottish Government to support the delivery of the Living Hours accreditation programme, launched by the Living Wage Foundation in 2019.

The Living Hours programme builds upon the existing Living Wage accreditation. Employers who join the scheme commit to providing:

- at least 4 weeks' notice for every shift, with guaranteed payment if shifts are cancelled within this notice period.
- a guaranteed minimum of 16 working hours every week (unless the worker requests otherwise)
- a contract that accurately reflects hours worked

This action plan will now contain a target to increase Living Hours accreditation across Aberdeen and Aberdeenshire.

"My employer giving me a chance was a huge relief for my household. Before, I worried about getting back into work, but now that worry is gone. Even with 6 hours a week, I was happy, but the extra 10 hours making it 16 is fantastic! It helps with bills, unexpected expenses, and makes life less stressful. Hopefully, I'll save enough for driving lessons. It also gets me out of the house and interacting with others. Everyone at my employer has been so helpful and welcoming. I feel like I've been here forever, and it's a great feeling." **Grace, Charity employee**



Living Hours

ECONOMIC & STRATEGIC CONTEXT

- **Historically a prosperous economy, but not everyone has benefitted**
- **Approximately 1 in 5 children living in poverty in Aberdeen. Less in Aberdeenshire overall, but pockets of deprivation evident, particularly on the Buchan coast where rates in parts of Fraserburgh and Peterhead are higher than in the City**
- **High wage sectors sit alongside traditionally low paid that employ significant numbers of people**
- **Much of Aberdeenshire economy dominated by the rural sector**
- **Economy in transition – but this brings opportunity for increased Fair Work**
- **Cost of living putting increased pressures on household incomes, but employers also dealing with rising costs which are existential in some cases**

At the publication of the initial Action Plan for Aberdeen City in 2022, employers were still very much in recovery mode from the implications of the Covid pandemic. This was followed by inflationary pressures, supply and labour shortages all leading to increased costs in a world where uncertainty is the norm and, at the time of writing, showed no sign of changing. Whilst the basis of this Action Plan is to work towards ensuring people earn a fair day's pay for a hard day's work, sustainability is key and we want to work with employers to help them weather economic storms by showing the benefits of a valued workforce.

The economy of North East Scotland has undoubtedly benefited from its role as the oil and gas capital of Europe since the 1970s. The economy has performed strongly over that time, and some have prospered from high wages driven by a sector that, in the main, has been buoyant over the decades. This has led to perceptions, both internally and externally, that “the streets are paved with gold”. However, the truth is quite far removed from that perception, with large amounts of the population having never benefitted directly from the wider prosperity but impacted by a high cost of living driven over the years by a relatively small proportion of high earners. There are pockets of deprivation across the region that are not always recognised – particularly in the north and south of the city, and across the Buchan coast where many datazones are within the 20% most deprived in Scotland.

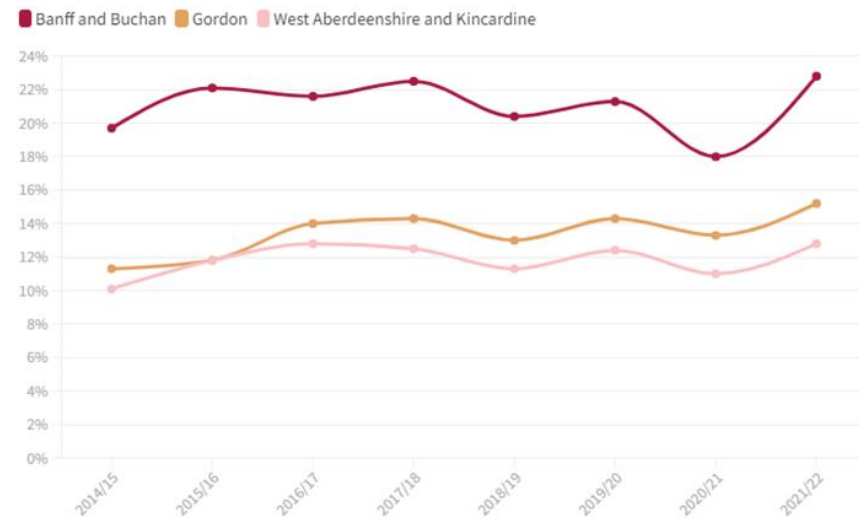
The most recent SIMD data shows that Woodside in Aberdeen is in the most deprived 5% of datazones in Scotland, with Seaton, Northfield, and Torry in the City, alongside Peterhead Harbour and Fraserburgh Harbour/Broadsea in the most deprived 10%. Several other localities in both Council areas sit within the 20% most deprived quintile.

The Aberdeen Population Needs Assessment published in 2023 states an estimated 7,994 children (0-15 years) in Aberdeen City were living in poverty (below 60% median income after housing costs). This is equivalent to 20.5% of children in the City. The overall figure in Aberdeenshire is 16%, however there are disparities across the Council area ranging from 12.8% in West Aberdeenshire & Kincardine to 22.8% in Banff & Buchan. Scottish Government data shows that more than two-thirds of children in poverty live in a household where someone is in paid work. (<https://data.gov.scot/poverty/index.html#Children>)

Child poverty rates have shown an uptick across the region in the post-Covid period, as the following charts (based on UK parliamentary constituencies) show:



Source: [End Child Poverty Coalition](#)



Source: [End Child Poverty Coalition](#)

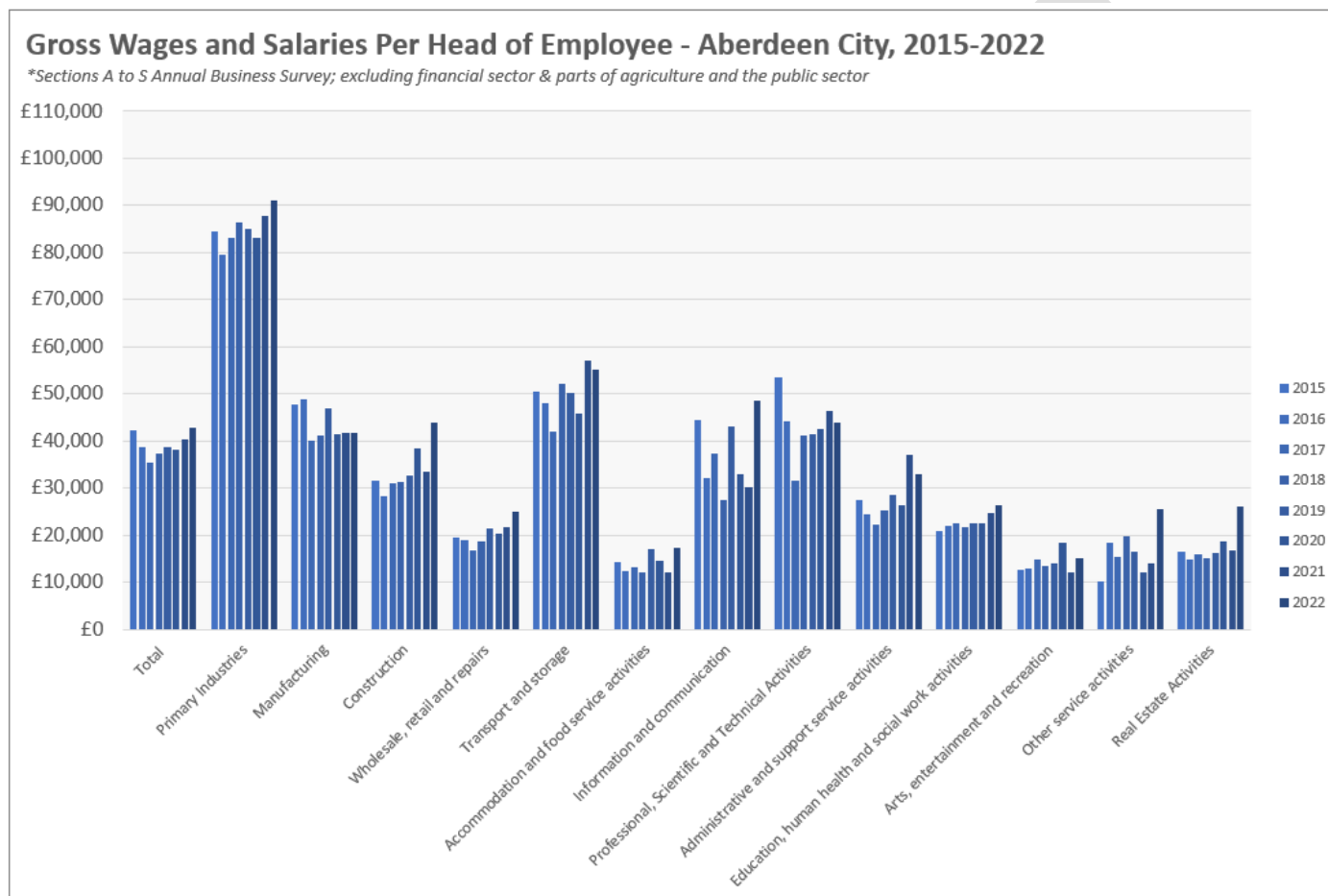
The key drivers of poverty are structural, linked to low wages, insecure work and unemployment - as well as the high cost of living and services. At present, wages are failing to keep pace with the real cost of living, and insecurity in the labour market are undermining the impact of paid work on poverty rates. This means that employment is not always the route out of poverty it should be, exemplified by the reality that over two-thirds of children living in poverty reside in a household where someone is in paid work.

Child poverty does not happen in isolation and is inextricably linked to the financial wellbeing of those that look after them. Ensuring the accessibility of good quality, secure and well-paid work - which is appropriate for a person's circumstances - is therefore central to effectively addressing one of the key drivers of poverty and ensuring children and families financial security.

The link between well-paid work and child poverty is clear - a child's financial wellbeing depends on the financial wellbeing of those that look after them and for many that will depend on access to work that pays the real Living Wage

The region, and particularly the City, has a very unequal pay structure – with stark differences between the highest and lowest earners. Annual income varies greatly by sector and neighbourhood/place.

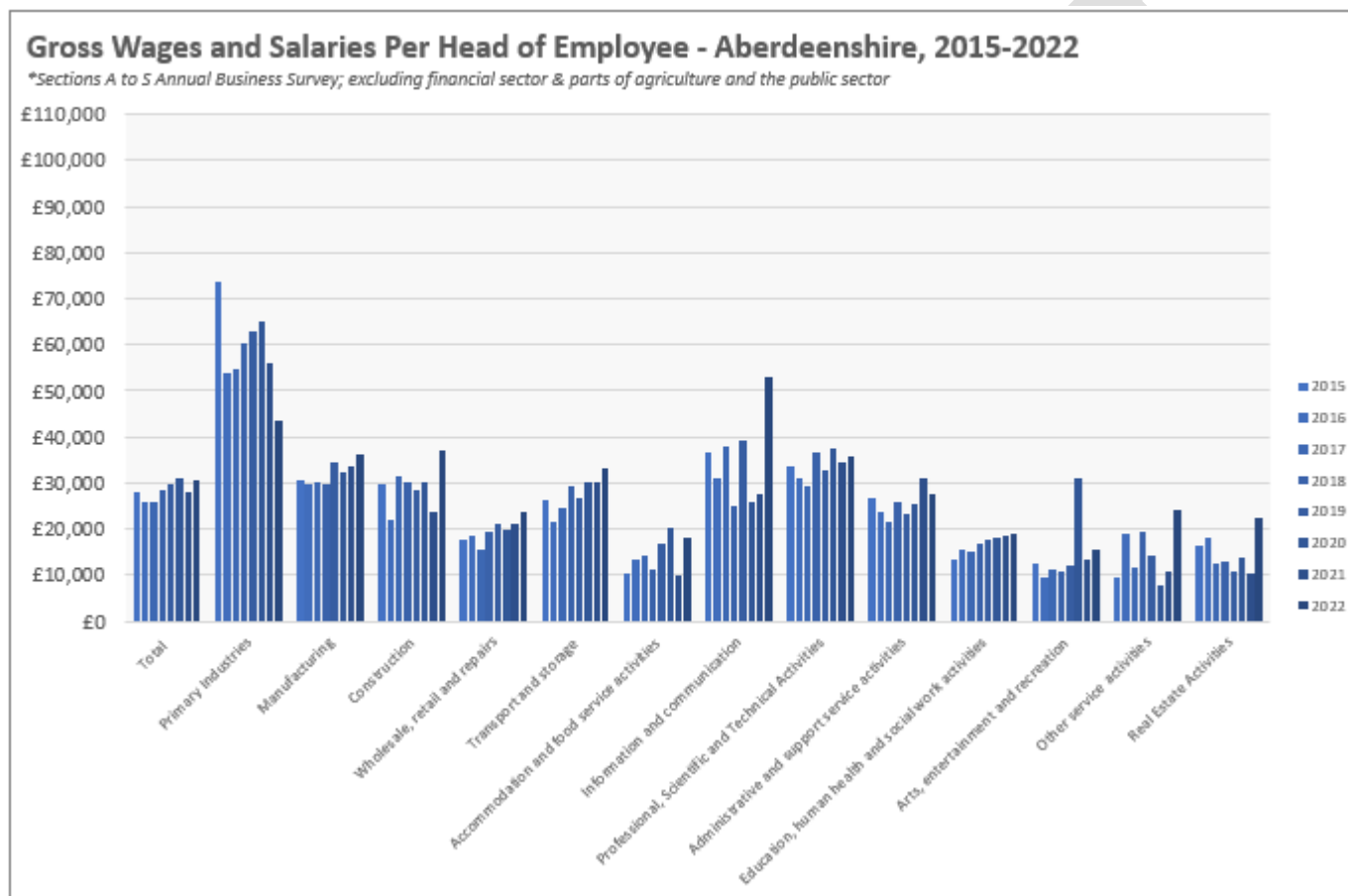
Table 1 below shows the variation between salaries per head by broad industry sector in Aberdeen City between 2015-2022 - with the highest wages in the primary industries (Over £90,000 per head) and the lowest (under £20,000) in Accommodation & Food Services.



(source –Scottish Annual Business Statistics)

Whilst the variances are not as marked in Aberdeenshire, it is the case that many households in Aberdeenshire have incomes significantly higher than the Scottish and UK average, with the highest incomes in settlements closest to the City whilst those in the north and northwest of Aberdeenshire, incomes are generally below the Scottish and UK average (Source: Aberdeenshire Council – Household income in Aberdeenshire - Jan 2025)

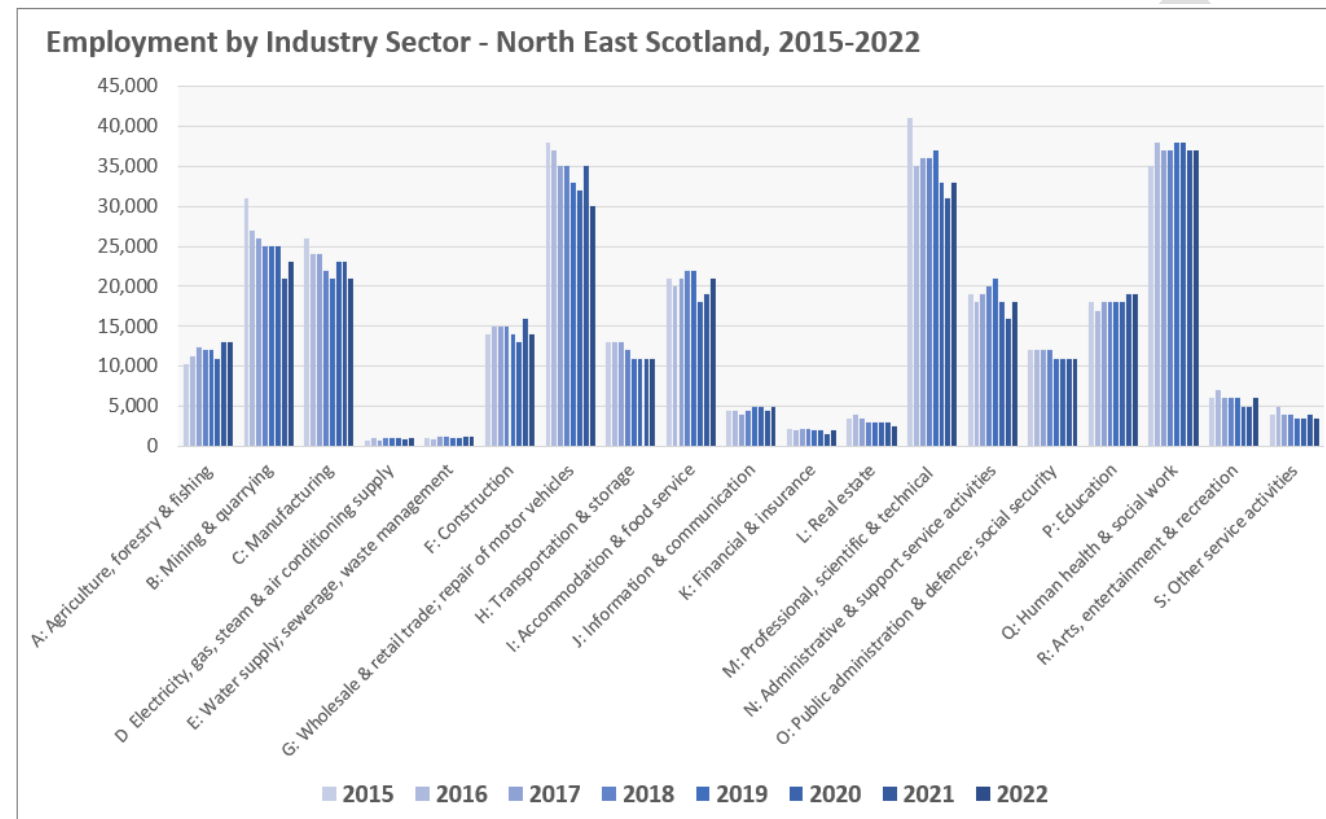
Table 2 below shows the variances in Aberdeenshire between 2015 and 2022.



(source –Scottish Annual Business Statistics)

Several sectors within the region are historically low paid - well below a real Living Wage – but employ significant numbers within the region as highlighted in Table 3. Engagement with these sectors will be a priority for the Action Group.

Table 3



(Source – ONS: Business Register and Employment Survey)

Income deprivation is problematic across parts of the region. Data from SIMD shows datazones in Seaton, Woodside, Torry, Peterhead and Fraserburgh where over a third of the working age population in those communities are income deprived. The employment deprived figures in all these datazones are less than the income deprived. The most recent data from the Annual Survey of Hours & Earnings (ASHE) shows that that 91.9% of people of Aberdeen currently earn above the real Living Wage, whereas the figure is 87.6% in Aberdeenshire.

Whilst at April 2025 inflation had fallen from the high levels of 2022/23, and wage growth has risen above it, households are still being impacted by the cost of living. In June 2024, the Resolution Foundation reported that Household incomes had only risen by 7% since 2010 – a total rise over the 14-year period of just 7% - or an average of half a percent a year - in the amount people had left over to spend after paying tax. By contrast, disposable incomes rose 38% over the 14 years up to 2010, the Foundation reported, with slow economic growth and three major economic shocks impacting households' disposable incomes. With the current landscape it will still be vital to engage with those delivering wider anti-poverty strategies and work in the region.

Whilst the cost of living continues to impact, we also have to be aware of the issues facing employers – operating costs are continuing to impact, exacerbated by external factors – geopolitics and fiscal changes – at a time when growth is slow. Cost pressures on all employers – particularly the third sector – are increasing, and we must be cognisant of the concerns and issues facing them.

Listening to employers will be a key strand of the plan – ensuring sustainability alongside promoting the business advantages that accredited employers can achieve.

With the north east of Scotland economy in transition, this provides the opportunity to ensure that future prosperity is shared more broadly through fair work and the creation of well-paid jobs that benefit people in all sectors across all parts of the city – ensuring work is a route out of poverty. The Regional Economic Strategy seeks to address poverty in the region within its theme of community and cultural identity - and has set an objective of becoming a Living Wage region with 95% of overall employment offering a real living wage or higher.

Close regional partnership working is embedded within the north east, highlighted by the Regional Economic Strategy, and there is a wide travel to work area across the region – with travel flows both ways in and out of the City and Aberdeenshire.

The region is at the forefront of the energy transition and the journey to net zero, utilising the skills that have been developed over the past 50 years – not only to diversify the energy sector, but also our other sectors. Ensuring a just transition will allow us to create wider opportunities for all from new, green jobs, but also those that support the wider economy and existing industries, plus those that protect the most vulnerable in society and deliver vital services. Sectors such as tourism, hospitality, health & social care will all play a key role in the future of our economy, but sustainability is vital.

The north east economy has always had to be resilient to external shocks and embrace new opportunities. The ability to change and evolve, demonstrated over many decades, is even more important today as the energy sector leads the transition to net zero and we diversify our economy to grow established and emerging sectors, including digital, food and drink & agriculture, life sciences and tourism – with fair work principles embedded.

EXTERNAL FACTORS

Whilst there is much we can do to proactively support the Living Wage movement, there will be external factors we need to take cognisance of due to their potential impacts on the delivery of this action plan such as the elections to the Scottish Parliament in May 2026, and those to Scottish Local Authorities in May 2027 which may lead to policy changes. Alongside the impacts of legislation such as the UK Employment Rights Bill, and effects of the uncertain geopolitical and economic landscape, the Action Group will actively monitor for any issues that materially affect our ability to deliver this plan and take appropriate action.

ACTION GROUP AND PLAN

The Action Plan will need to be flexible to ensure its resilience, however initial actions and outcomes have been agreed. The broad action plan outcomes for each year are as follows, with the detailed plan set out below:

- Year 1 – Continue to increase awareness of the real Living Wage and the ambitions for the region amongst employers and the public, engage with employers to understand business pressures whilst highlighting benefits of paying the real Living Wage
- Year 2 – Continue to promote payment of the applicable rate of real Living Wage, increase the number of accredited employers in the region and monitor wage uplifts as a result of employer accreditation or measures applicable to directly employed staff.
- Year 3 – Continue as years 1 & 2, and develop a further 3-year action plan

The broad targets over these years will be to:

- Seek to accredit a further 150 headquartered employers in the region
- Ensure at least an additional 1250 employees across the region benefit from an immediate pay uplift as a result of accreditation or employer measures applicable to directly employed staff
- Prioritise engagement with sectors identified by the Action Group as experiencing low pay challenges

The Action Plan will be treated as a live document to take account of any changing economic or social issues, etc, that could affect delivery of our ambitions. It will be taken forward by the Aberdeen & Aberdeenshire real Living Wage Action Group and wider partners in the Living Wage movement. At the time of drafting, the group comprised the members below but will seek to include additional representation from employers of varying size from key target sectors, with Chairing responsibilities to be decided amongst the members.

ABERDEEN & ABERDEENSHIRE REAL LIVING WAGE ACTION GROUP – as at April 2025		
Name	Organisation	Accreditation Status
Stuart Calderwood	Aberdeen City Council/Aberdeenshire Council Joint Procurement Service	Accredited
Councillor Christian Allard	Aberdeen City Council	Accredited
Claire Shaw	Aberdeen Council of Voluntary Organisations	Accredited
Rachel Morrison-McCormick	Living Wage Scotland	Accredited
Alasdair Ross	Aberdeenshire Voluntary Action	Accredited/Living Hours
Julie Phillips	NHS Grampian	Accredited
Martin Barry (co-chair)	Scottish Enterprise	Accredited
Shelley Mackenzie	Station House Media Unit (SHMU)	Accredited
Andrew Alleway	Tidy Green Clean	Recognised Service Provider
Angie Hood	Aberdeenshire Council	Accredited
Jackie Farquhar	Cairngorms National Park Authority	Accredited

Andrea Buchan	Aberdeen Cyrenians	Accredited
Will Redpath	Community Food Initiatives North East (CFINE)	Accredited/Living Hours

ABERDEEN & ABERDEENSHIRE REAL LIVING WAGE ACTION PLAN 2025-28					
Theme 1 – Leadership					
	Action	Lead Partner/Group	Year 1	Year 2	Year 3
1.1	Launch Making Aberdeen and Aberdeenshire a Living Wage Place	Living Wage Action Group	✓		
1.2	Identify business ambassadors/champions to provide leadership and influence for the real Living Wage movement across the business community	Living Wage Action Group	✓	✓	✓
1.3	Agree actions for individual LW Action Group members to lead and deliver	Living Wage Action Group	✓		
1.4	Recruit private sector accredited employers onto Action Group	Living Wage Action Group	✓	✓	✓
1.5	Develop approach to encourage further accreditation through supply chains and monitor uplifts resulting from employer measures applicable to directly employed staff	Living Wage Action Group	✓	✓	✓
1.6	Report annually on progress to Aberdeenshire Community Planning Partnership & Community Planning Aberdeen	Living Wage Action Group	✓	✓	✓
Theme 2 – Learn & Improve					
2.1	Engage with relevant sectors and business organisations to gain insight to opportunities and challenges of doing business	Living Wage Action Group	✓		
2.2	Work with the Responsible Business Network to promote the real Living Wage and encourage accreditation and employer measures applicable to directly employed staff within it	Living Wage Action Group/Aberdeenshire Community Planning Partnership/Community Planning Aberdeen	✓	✓	✓
2.3	Work with the Supplier Development Programme to promote the real Living Wage	Living Wage Action Group /Aberdeen City Council/Aberdeenshire Council	✓	✓	✓
2.4	Engage with other Living Wage Places to share and identify best practice	Living Wage Action Group	✓	✓	✓
2.5	Gather relevant data to promote benefits of accreditation and employer measures applicable to directly employed staff	Living Wage Action Group	✓	✓	✓
2.6	Develop approaches to ensure commitment to the real Living Wage within public procurement	Living Wage Action Group/	✓	✓	✓

		Aberdeen City Council/Aberdeenshire Council			
2.7	Establish a clear approach to improve and support accredited employer retention rates in the city	Living Wage Action Group	✓		
Theme 3 – Celebrate & Promote					
3.1	Develop a communications plan to raise awareness, understanding and the benefits of the real Living Wage and the Action Plan for Aberdeen and Aberdeenshire	Living Wage Action Group	✓		
3.2	Hold an annual Living Wage Week event	Living Wage Action Group	✓	✓	✓
3.3	Develop and publish case studies of locally accredited employers and their employees	Living Wage Action Group/Living Wage Scotland	✓	✓	✓
3.4	Seek opportunities to promote the real Living Wage at events and strategic meetings	Living Wage Action Group	✓	✓	✓
3.5	Publish articles in business organisation/trade association membership publications	Living Wage Action Group	✓	✓	✓
3.6	Assist with local applications for national Living Wage awards	Living Wage Action Group	✓	✓	✓
3.7	Establish a local networking group of accredited and interested employers to encourage dialogue, invite interested parties and improve retention	Living Wage Action Group	✓		
Theme 4 – Going Further					
4.1	Embed and encourage uptake of Living Hours accreditation and seek the potential for establishing Living Wage Buildings and Zones in the city.	Living Wage Action Group	✓	✓	✓
4.2	Identify and address the barriers that parent/caregivers face in accessing real Living Wage paid employment such as ensuring family friendly practices and understanding the needs of our most vulnerable families.	Living Wage Action Group	✓	✓	✓

MEASURING AND CELEBRATING SUCCESS

Total number of registered enterprises in Scotland ⁽¹⁾	173,370 (2022)
Total number of registered enterprises in Aberdeen City and Aberdeenshire ⁽¹⁾	21,500 (2022)
Aberdeen City and Aberdeenshire businesses as proportion of all Scottish businesses ⁽¹⁾	12.4%
Total number of accredited real Living Wage employers in Scotland – as at February 2025 ⁽²⁾	3,815
Total number of accredited real Living Wage employers in Aberdeen City and Aberdeenshire ⁽²⁾	213
Accredited real Living Wage employers in Aberdeen City and Aberdeenshire as proportion of Scotland ⁽²⁾	5.5%

(Sources: 1: Scottish Government: Businesses in Scotland 2022; 2: Living Wage Scotland)

The targets below are based on accreditation and uplift rates in Aberdeen and Aberdeenshire over recent years. These will be treated as minimum targets and will be reviewed at the end of each year and amended if success levels are high. Engagement with will be prioritised with both non-accredited anchor employers in the region, and within sectors identified by the Action Group as those with low pay challenges.

The retention rate for Living Wage accredited employers in Aberdeen City was 90% for 2024/25, and 91% for Aberdeenshire (90% combined for both areas). The national retention rate was 92%. The retention rates are updated at the end of each Financial Year. Given that publicity and awareness of the real Living Wage will increase in the region, and with the creation of a networking group to encourage dialogue and peer support, it is hoped that these measures will bring the retention rate up to and above the national level.

An annual report will be provided to the Boards of the Aberdeenshire Community Planning Partnership and Community Planning Aberdeen on the anniversary of the launch of this plan. Targets will also be reviewed on an annual basis to ensure they remain appropriate, and that we continue to see net growth of the action plan.

Core Targets		Baseline	Year 1 Target	Year 2 Target	Year 3 Target	Cumulative Target
		April 2025	April 2026	April 2027	April 2028	
Accredited real Living Wage employers	Region	211	251	301	361	361
	Aberdeen City	116	20	25	30	191
	Aberdeenshire	95	20	25	30	170
People receiving an uplift	Region	2,753	300	400	500	3,953
	Aberdeen City	1,991	200	250	300	2,741
	Aberdeenshire	762	100	150	200	1,212
Employees covered by accredited real Living Wage employers	Region	63,782	1,750	2,500	3,250	71,282
	Aberdeen City	43,746	1,000	1,500	2,000	48,246
	Aberdeenshire	20,036	750	1,000	1,250	23,036

Proportion of employee jobs earning real Living Wage or above	Region	87.8%				95%
	Aberdeen City	90.0%				95%
	Aberdeenshire	85.0%				95%
Living Hours Employers	Region	4	4	4	8	20
	Aberdeen City	2	2	2	4	10
	Aberdeenshire	4	2	2	4	10

(Sources: 1 - Living Wage Scotland; 2 – Annual Survey of Hours & Earnings 2024)