



National Minimum Wage Publicity Campaign

SUMMARY

- 1.1 In line with the Council resolution 162/08 to promote the rules and guidance within the National Minimum Wage regulations to help protect vulnerable workers that are falling prey to unscrupulous employees, this report is proposing that we train key parts of our workforce on the National Minimum Wage (NMW), place an article in its residents' newsletter and provide as much helpful information as possible on our website.

RECOMMENDATIONS

- 2.1 That Her Majesty's Revenues and Customs be appointed to carry out training on the NMW to our Trading Standards, Environmental Health and Welfare Rights Officers.
- 2.2 That the Council run an article in a future newsletter, advising people of their rights and contact details for support.
- 2.3 That the Derby Advice web pages be revised to include information on the NMW and employment rights in relation to entitlement to paid leave and working hours.

SUPPORTING INFORMATION

3. Introduction

- 3.1 Council decided on 19 November 2008 with regard to the National Minimum Wage to request officers to work up proposals to:
1. Ensure the Council's Trading Standards, Environmental Health and Welfare Rights Officers are given appropriate training to enable them to recognise when vulnerable workers are being exploited so they can call in the appropriate enforcement agencies.
 2. Mount a publicity campaign to raise awareness about the:
 - level of the NMW

- entitlement to 24 days paid leave (rising to 28 days in April next year)
- right not to work longer than an average of 48 hours per week
- enforcement agencies' helpline numbers to enable vulnerable workers to report rogue employers
- benefits of trade union membership in securing employment rights.

4. Training

- 4.1 It is proposed that Her Majesty's Customs and Revenues be appointed to carry out training with Trading Standards, Environmental Health and Welfare Rights Officers.

5. Existing Publicity

- 5.1 Information about the NMW is already publicised widely by a range of government departments and non-government organisations.

- 5.2 Her Majesty's Revenues & Customs (HMRC) is a main source of information and the HMRC website has sections on ...

- Who is entitled to receive the minimum wage?
- What are the current rates of the NMW?
- What were the rates of NMW in previous years?
- What is HM Revenue & Customs involvement with the NMW?
- How does HM Revenue and Customs enforce the law?
- Getting help with the NMW.
- What can I do if I want to make a complaint about an employer not paying the NMW?
- Useful Links.
- Privacy Statement.

- 5.3 The Government website DirectGov has a dedicated page on employment rights and NMW. The NMW page <http://campaigns.direct.gov.uk/nmw/> provides advice and guidance and publicises the national helpline number 0845 6000 678, which offers support in more than 100 languages and callers can remain anonymous if they wish. The employment page <http://www.direct.gov.uk/en/Employment/index.htm> also has sections on Employment Terms and Conditions, Pay (including NMW), Employment Contracts & Conditions, Types of Work or Employment

(including agency work), Working Hours (including working time limits 48-hour week) and Time off and Holidays (including holiday entitlements).

“It’s Your Call” campaign

- 5.4 The "It's Your Call" campaign was launched by Business Secretary Lord Mandelson in November 2008 and toured the UK over a three month period. The campaign arrived in Derby on the 11th January and it gave workers advice on their entitlements and how to make a complaint if they have been underpaid. The road show provided advice and encouraged anyone concerned they are not receiving the NMW to call the helpline on 0845 6000 678.

6. Trade Union Membership

- 6.1 The right to join a trade union is enshrined in law and the Council recognises and works closely with trade unions. However, it is not a legitimate role of the Council to promote trade union membership. Therefore, any publicity campaign should focus on employment rights and not the benefits of union membership.

7. Publicity Campaign

- 7.1 As there are no resources allocated for this campaign, the Council and partners must utilise existing publicity opportunities and integrate with national initiatives such as the “Its Your Call” campaign and associated advice services.
- 7.2 The primary mechanism available is Your Derby, the Council’s newsletter, which is distributed to all homes in Derby. The next available edition will be distributed in July and space can be allocated for an article that addresses the issues outlined above and provides contact details (in relevant languages) to access further information including the NMW Helpline, CAB and the Eastern European Migrants Advice Committee.
- 7.3 The Council will place information on the NMW including levels, entitlement to 24 days paid leave, right not to work longer than an average of 48 hours per week and enforcement agencies’ contact details on the Derby Advice website. Derby advice will support this by covering NMW when reviewing client’s circumstances.

For more information contact:	Gavin Thompson Tel: 01332 255642 gavin.thompson@derby.gov.uk
Background papers:	
List of appendices:	Appendix 1 – Implications

IMPLICATIONS

Financial

1. None directly arising.

Legal

2. None directly arising.

Personnel

3. None directly arising.

Equalities impact

4. The proposed publicity campaign is aimed at all sections of the community. There is evidence that migrant workers are exploited by unscrupulous employers. Therefore, the campaign will contain contact information in alternative languages.

Corporate objectives and priorities for change

5. The publicity campaign supports the Council's priority of making us proud of our neighbourhoods by contributing to reducing inequalities between neighbourhoods.