

MAYOR OF LONDON

THE MAYOR'S GOOD WORK STANDARD FOR MICROBUSINESSES

GUIDANCE FOR EMPLOYERS



Developed in
partnership with

CIPD
*Championing better
work and working lives*



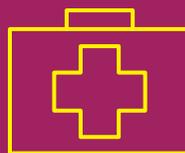
WHAT ARE THE FOUR PILLARS OF THE GOOD WORK STANDARD?



DIVERSITY AND RECRUITMENT
Includes equality, diversity & inclusion and recruitment practice



SKILLS AND PROGRESSION
Includes management & leadership, skills and development and in-work progression



WORKPLACE WELLBEING
Includes workforce dialogue, health & wellbeing and work-life balance



FAIR PAY AND CONDITIONS
Including paying the London Living Wage

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INTRODUCTION

The Mayor's Good Work Standard provides employers with a set of best employment practices alongside information and resources to help achieve them.

In 2021, the Mayor made a manifesto commitment to expand the Good Work Standard (GWS) to incorporate a new programme specifically aimed at micro-businesses, relevant to the needs and circumstances of employers and employees in London's 600,000 businesses with fewer than 10 staff.

Through consultations with microbusinesses, we have designed a benchmark which aligns with the existing Good Work Standard by retaining the four key pillars and being flexible for London's smallest businesses.



WHAT ARE THE BENEFITS OF BECOMING ACCREDITED?

Employers play an important role in the lives of the people working for them. Not only can they ensure the health and safety of their workers and employees, but also that they are fairly treated and rewarded.

As a result, they can improve the performance and success of their organisation and realise numerous business benefits, including:

- Attracting, recruiting, and retaining the best skills and talent
- Reduced absences and sick leave
- Higher levels of employee engagement and motivation
- Increased productivity
- Cost savings
- Reputational gain
- Being connected to a community of accredited organisations to share best practice

Successful organisations can use their accreditation to demonstrate social value when competing for public sector procurement opportunities with the GLA Group.



We also run and promote recognition, learning and networking events for members.

HOW DO I APPLY?

The first step is to complete the foundation assessment – this includes four questions that cover the minimum legal requirements and basic practices every microbusiness should have in place. All of these criteria must be met in order to move onto the next stage.

Once employers have successfully completed this stage, they will be required to complete the full self-assessment, which assesses organisations against different criterion across the four pillars.

Employers need to meet every criterion for the full self-assessment to become accredited.

Unlike the Good Work Standard accreditation for employers with more than 9 employees, the Good Work Standard for microbusinesses can only be awarded at 'achievement' level – as it does not contain any 'excellence' criteria.

MICROBUSINESSES (1-9 employees)



ACHIEVEMENT

100%



As with the Good Work Standard for employers with 10 or more employees, microbusinesses must be Living Wage accredited to achieve 100% of criteria. [Learn more about the London Living Wage here](#)



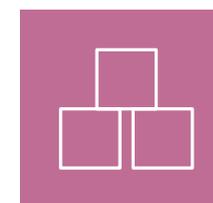
HOW DO I APPLY?

Once the self-assessment has been submitted, the Economic Fairness Team will review the employer's responses and ask for supporting evidence for each of the 8 criteria. The application will then go to a panel for a decision on accreditation.

The application process has been summarised as follows:



Obtain the London Living Wage accreditation if not already in place



FOUNDATION

This covers the minimum requirements every employer should have in place. It takes around 10 minutes to complete.



SELF-ASSESSMENT

This covers the full list of 'achievement' criteria set out in this guidance. It can take up to 30 minutes to complete.



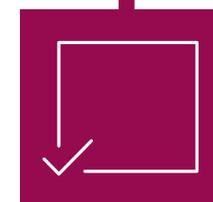
EVIDENCE REQUEST

If you meet the minimum scoring threshold, we'll ask for evidence to support your responses to the full application.



DECISION

A decision is made by a panel reviewing the submission and evidence.



CONGRATULATIONS!

You'll receive a letter of congratulations, a communications pack and a Good Work Standard plaque to display at your workplace.

ADDITIONAL INFORMATION

The accreditation is valid for four years and the Economic Fairness Team will conduct an annual check-in to see if anything has changed and ensure compliance.

The team will contact employers when their accreditation is coming to an end to discuss re-accreditation. They may ask if anything major has changed since your initial application and request further evidence checks.

The Good Work Standard has the London Living Wage at its heart and employers must be an accredited Living Wage Employer to become a member of the Good Work Standard community.

The Living Wage is an independently calculated, voluntary hourly rate based on the costs of living. The real Living Wage is a UK based wage rate. There is a separate rate for London because of the higher cost of living here.

This is a key commitment in the Mayor's manifesto – to expand the number of businesses adopting the accreditation and make London a [Living Wage City](#).



For more information, contact the [Living Wage Foundation](#). 



If you have questions about the Good Work Standard or need help applying, contact the Economic Fairness Team fairness@london.gov.uk. 



STAGE 1

FOUNDATION ASSESSMENT CRITERIA

To become accredited, employers must first complete an online foundation assessment. This covers the minimum legal requirements and basic practices every employer should have in place. Employers must meet foundation criteria to move to the next stage.

Please allow at least 5-10 minutes to complete this section online. Your progress will be saved, so you can start the application and return to complete it later if needed.



You can start your accreditation journey by completing the foundation assessment [here](#) 

Skip to full self-assessment [here](#) 

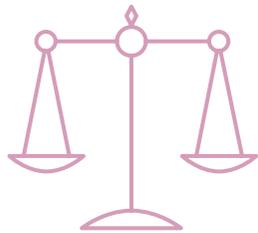
FOUNDATION

ASSESSMENT CRITERIA

F1

CRITERIA

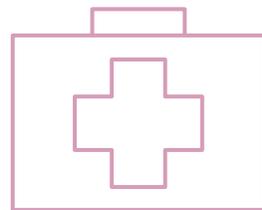
All workers and employees are paid at least the relevant National Living Wage or National Minimum Wage (including apprentices).



F2

CRITERIA

A written statement of employment particulars is provided on or before the first day of employment and includes clear information on pay and conditions.



F3

CRITERIA

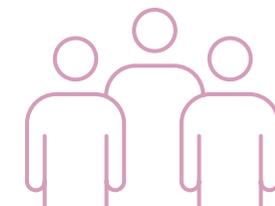
The organisation identifies and manages health, safety and welfare at work risks.



F4

CRITERIA

Steps are taken in the organisation to prevent unlawful discrimination and harassment.



STAGE 2

FULL SELF-ASSESSMENT

Once employers have successfully completed the foundation stage, they must complete the full self-assessment. This assesses organisations against different criteria across the four pillars.

Employers need to meet every criterion for the full application to become accredited.

Unlike the Good Work Standard accreditation for employers with more than 9 employees, the Good Work Standard for microbusinesses can only be awarded at 'achievement' level – as it does not contain any 'excellence' criteria.

MICROBUSINESSES
(1-9 employees)



ACHIEVEMENT

100%

Once the self-assessment has been submitted, the Economic Fairness Team will review the employer's responses and ask for a small sample of supporting evidence. The application will then go to a panel for a decision on accreditation.



STAGE 2 – FULL SELF-ASSESSMENT

FAIR PAY AND CONDITIONS



ACHIEVEMENT

FAIR PAY AND CONDITIONS

A1

CRITERIA

The organisation is accredited as a Living Wage employer.

Example of Evidence:

A letter or email from the Living Wage Foundation confirming accreditation

GUIDANCE

The Living Wage is calculated based on the real cost of living. There is a national rate and a London rate to reflect the additional costs of living and working in the capital.



FIND OUT MORE

[Find out about becoming accredited](#)



A2

CRITERIA

Information and guidance on pensions and their benefits are provided and promoted to your workforce.

Example of evidence:

A copy of the information shared with staff about workplace pension options

GUIDANCE

Roughly one third of UK adults aren't saving at all for their retirement. Of those that are saving into a pension fund, many aren't saving nearly enough to give them the standard of living they hope for when they retire. There are toolkits available to help you communicate to your employees about pensions.



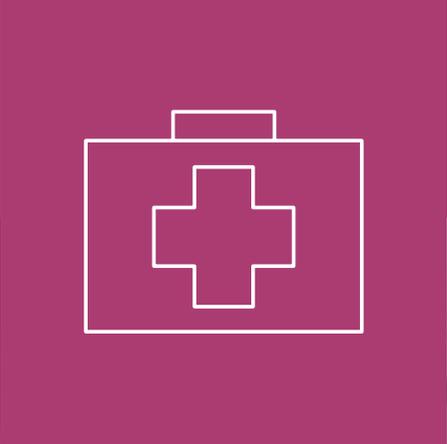
FIND OUT MORE

[Money and Pensions Service](#)

[The Pensions Regulator – Employer Toolkit](#)

STAGE 2 – FULL SELF-ASSESSMENT

WORKPLACE WELLBEING



ACHIEVEMENT

WORKPLACE WELLBEING

A3

CRITERIA

Regular opportunities are provided to the workforce to provide feedback on important issues and changes in the organisation. For example, regularly administered staff surveys.

Example of Evidence:

Evidence of all staff meetings or routes for team-wide conversations.

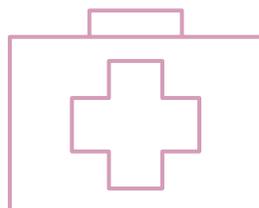
GUIDANCE

Effective communication makes employees feel valued and engaged with the organisation. Successful communication is based on genuine two-way dialogue, is aligned with the culture of the organisation, and is supported by the leadership team.



FIND OUT MORE

Information on measuring employee engagement on the [CIPD factsheet](#)



A4

CRITERIA

There are flexible working practices and family friendly policies in place which are promoted and available to all of the workforce, unless there is a genuine business reason why it is not possible.

Example of evidence:

Evidence of the flexible working provisions available to staff.

GUIDANCE

To support an engaged workforce and to enable a productive work-life balance, flexible working options should be made available to employees. These measures could reflect the hours worked, working location, school term time or other caring responsibilities. This should be an open and ongoing discussion with employees.



FIND OUT MORE

[Working Families campaign 'Happy to talk flexible working'](#)

[Flexible Working Task Force](#)

STAGE 2 – FULL SELF-ASSESSMENT

SKILLS AND DEVELOPMENT



ACHIEVEMENT

SKILLS AND DEVELOPMENT

A5

CRITERIA

There are regular opportunities to discuss personal development and progression.

Example of Evidence:

Evidence of the approach taken towards personal development and details of the intervals in which these conversations take place.

GUIDANCE

Employers should provide regular opportunities for discussion about progression within the organisation. This could be at an informal one-to-one meeting or a formal appraisal.



FIND OUT MORE

[CIPD factsheet on performance management](#)

A6

CRITERIA

Training and upskilling opportunities are available to all staff.

Example of evidence:

Evidence of the type of upskilling opportunities available to staff and how these are communicated to all employees.

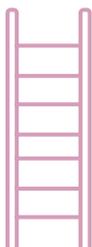
GUIDANCE

Employers should offer formal or informal training and upskilling opportunities to employees. These could be shadowing, mentoring, training, independent projects or similar.



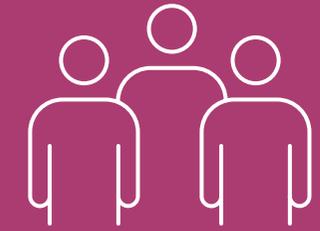
FIND OUT MORE

For information on a strategic approach to workforce development, see the [CIPD factsheet: Workforce planning](#)



STAGE 2 – FULL SELF-ASSESSMENT

DIVERSITY AND RECRUITMENT



ACHIEVEMENT

DIVERSITY AND RECRUITMENT

A7

CRITERIA

The organisation has a zero-tolerance policy for all forms of discrimination, harassment and bullying.

Example of Evidence:

Evidence of the approach taken to counter harmful behaviour in the workplace and how the approach is communicated to employees.

GUIDANCE

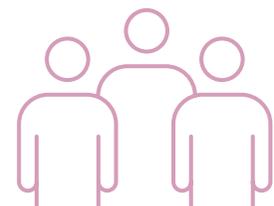
Employers should have a clear approach to dealing with harmful behaviour that is communicated to employees, so that everyone in the organisation understands how to raise any concerns and what steps will be taken.



FIND OUT MORE

The Equality and Human Rights Commission has information on the [Equality Act 2010](#), [Protected Characteristics](#), and [Advice for Small Businesses](#) ↗

[Citizens Advice](#) has information on discrimination, [CIPD](#) have produced some practical support on tackling sexual harassment and bullying at work and [ACAS](#) information on [Bullying and Harassment at Work](#) ↗



A8

CRITERIA

Steps are taken to diversify interview panels and candidate shortlists.

Example of evidence:

Evidence of the approach to recruitment and the steps taken to diversify interview panels and candidate shortlists.

GUIDANCE

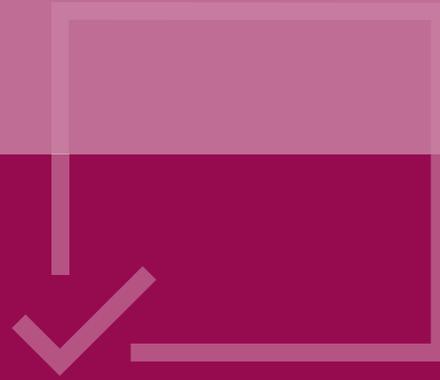
A more diverse panel can lead to better recruitment and promotion decisions. Where possible, organisations should create a panel that is diverse in terms of gender, age, ethnicity, nationality and/or socio-economic background. These measures can help organisations to recruit more diverse employees. They also show candidates that the organisation is proud of its diversity and inclusion. Job adverts should also be posted in a variety of places to maximise the diversity of the candidate shortlist.



FIND OUT MORE

See more information on inclusion and diversity in the workplace via [CIPD resources](#) ↗

MAYOR OF LONDON



READY TO APPLY?

Start your
accreditation journey here.



Visit [London.gov.uk/GWS](https://london.gov.uk/GWS) or
E-mail fairness@london.gov.uk

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partnership with

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*Championing better
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