

FOI Release
Information released under the Freedom of Information Act

Title: Age of models used by BIS to promote the National Living Wage

Date of release: 24 February 2016

Information request

There have recently (Jan 2016) been new advertisements both in poster form and on local and national radio to highlight the new national living wage which comes into effect on 1st April 2016.

Please could you advise as to the age of the performers/models on these advertisements. I do not require exact ages, only:

- the number of performers/models over (and including) the age of 25
- and the number of models/performers under the age of 25

Information released

There are 20 cast members in the National Living Wage advert. 19 of the cast members are 25 or over.

1 cast member is 24, and will therefore become eligible for the National Living Wage during the first year that it is in effect.

The Government's new National Living Wage is a step up for working people, so it is important workers know their rights and that employers pay the new £7.20 from April 1 this year. Britain deserves a pay rise and as a One Nation Government we are making sure it gets one. The campaign tells people about their entitlements and is targeted at employers, and workers currently earning the National Minimum Wage.