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Thank you for your letter dated 9 September 2013 regarding a petition calling for a living wage recognition scheme and your request for information about the Governments intention to incentivise employers to pay the National Minimum Wage.

Paying the National Minimum Wage is not a choice – it's the law. The Government is committed to increasing compliance with minimum wage legislation and effective enforcement of it. Everyone who is entitled to the minimum wage should receive it.

Employers should be paying their workers what they are legally entitled to. The Government actively targets employers who flout their responsibilities and investigates any complaints made against them, taking civil and criminal proceedings as necessary. HMRC investigates every complaint referred to them by the Pay and Work Rights Helpline. If they investigate an employer that is breaking NMW law the employer will have to pay back the arrears owed to workers, face a financial penalty and be publicly named and shamed under the NMW Naming scheme.

The revised NMW Naming scheme came into effect on 1 October 2013. The new rules simplify the scheme so that it is easier to name more employers that break national minimum wage law. By naming employers it is hoped that bad publicity will be an additional deterrent to employers who would otherwise be tempted not to pay the NMW. This is on top of financial penalties which employers already face if they fail to pay NMW.

To increase awareness of the National Minimum Wage rates and the Pay and Work Rights helpline we are stepping up our communication activity to increase the level of awareness of the minimum wage rules across the board.

We want to help employers avoid falling foul of minimum wage rules unwittingly, and ensure that individuals are well-informed about their minimum wage eligibility. We have also improved guidance on gov.uk, to ensure we have clear, comprehensive and consistent information on the minimum wage rules.

Anyone who thinks they might be entitled to the minimum wage but have not been paid it should call the Pay and Work Rights Helpline on 0800 917 2368 (https://www.gov.uk/pay-and-work-rights-helpline) for free1, confidential advice.

VINCE CABLE

Secretary of State for Business, Innovation and Skills

¹ Telephone operator charges may apply.