

Jersey Living Wage Campaign

“What is our cleaner’s hourly rate?” This is one of the first questions that Jersey businesses ask themselves when they consider signing up as Living Wage employers. While cleaning contracts may appear generous, it is important to check just how much your firm’s cleaner is receiving. One local provider has realised the benefit of paying the Living Wage so offers two tick boxes on their contracts; one for minimum wage (currently £8.32 per hour) and one for Living Wage (£10.96 per hour) so that the cleaner’s hourly rate is clear and businesses can make an informed choice.

The Jersey Living Wage campaign is run by the Catholic charity, Caritas Jersey, who are licenced by the Living Wage Foundation to provide accreditation. The Living Wage Campaign is one of Caritas’ three main projects and is part of its aims to end poverty, promote justice and restore dignity.

The Living Wage isn’t just about cleaners, it’s a rate of pay that allows all workers to live *with* dignity within our society. When businesses decided to sign up as Living Wage employers a key justification for signing up is a desire for an explicit recognition of their company’s mission statement or values. Cardiff Business School carried out some research and discovered that 93% of employers that sought accreditation did so out of a desire to demonstrate that they were socially responsible employers and that paying the Living Wage was a key part of their corporate identity. Once, they became accredited they noted that they experienced an improvement in recruitment and retention of employees and found that identifying as Living Wage employers helped differentiate them from their competitors.

You may be thinking, “We have the minimum wage, why do we need a Living Wage?” The key difference is that the statutory minimum wage is a figure that is calculated in consideration of employers, employees and the economy of Jersey as a whole. Whereas, the Living Wage is a voluntary rate of pay that is calculated to be the minimum that the employee needs to live with dignity within our Island community.

The Living Wage is not a new concept, the famous philanthropist and chocolate maker, Benjamin Rowntree worked out what he considered to be a fair Living Wage by looking at what one of his workers would need to earn in order to pay for essentials such as food, rent, clothing and fuel. Going back further in history, in 1894, Sir Mark Olroyd, Liberal MP for Dewsbury in Yorkshire introduced the idea of the Living Wage. He believed that his 2,500 mill workers should be paid enough to support themselves and their families but also to be given reasonable time off for rest and recreation.

In committing to pay the Living Wage you can play a part in eradicating poverty in Jersey, enabling our lowest paid workers to work less hours, spend more time with their children and have time off to rest and recuperate so that they are not just surviving but can thrive and play an active part within our community.

If your firm has an ESG (Environmental, Social and Governance) strategy, becoming a Living Wage employer, with the benefit of being able to show the logo on your website and social media, could help signal to potential clients that you as a socially responsible employer.

If you would like to find out more about the Living Wage or begin the process of accreditation, please email patricklynch@caritasjersey.je

Jennifer Bridge, Team Leader

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Accredited Living Wage Employers in Jersey

Jersey Telecom

Government of Jersey

Stonehage Fleming

Catholic Church in Jersey

Island ARK

Caritas Jersey

Beaulieu School

Caring Cooks of Jersey

Rowney Sharman

Jersey Finance

Affinity Private Wealth

JP Restaurants

Jersey Electricity Company

Advisa Financial Services

SCOOP

Jersey Child Care Trust