



Dulwich Hamlet FC case study

At Dulwich Hamlet Football Club, it is entrenched within our DNA to do what we believe is morally right for our fans, the football world and indeed the wider community. Over the years, to name just a few things, we have hosted a friendly against the UK's leading LGBTQ+ side Stonewall FC to highlight that football should be an inclusive environment for all. This year, our women's side took part in a trailblazing Football vs Transphobia game against TRUK United, a side which was made up of entirely transgender women.

We also provide free feminine hygiene products in our toilets at Champion Hill, because we don't believe that these should be paid for, and over the last month, have linked up with local foodbank The Albrighton Centre to install a permanent collection point within the ground, accessible throughout the week, to help local families in need.

These are just some of the things we do at the club, not because we have to, but because we believe it is the right thing to do, and this is extended to paying our staff. Since 2019, we have been paying our staff the London Living Wage. The number of turnstile, tea bar and bar staff currently benefitting from this stands at more than twenty-five. At the time of our accreditation with the Living wage Foundation, fifteen out of twenty Premier League clubs did not offer their staff the same benefits, despite earning many times more revenue than us over the course of a season.

Our Chairman, Ben Clasper, said "We believe our staff should be afforded a good quality of life living in Zone 2 in Central London, we are not funded by a millionaire or a 'sugar daddy', but we can choose to do the right thing by our staff and pay them a competitive wage. Things might be tight for us at times as we have a smaller budget to work with than other clubs and businesses, but since returning to Champion Hill following our exile in 2018, we have always made it work, regardless of any times of financial uncertainty, such as during the Covid pandemic over the last couple of years."

"Our matchday staff work long hours when the men's or women's sides are playing at Champion Hill, they are here long before the turnstiles open and can be here long after the last fans have exited the ground, so we want them to want to come to work here, and help make a difference to them if we can." Bartender Ja'maica Douglas started working at the club in 2021, aged just 18, and like other staff before her, has said that the lure of a competitive wage made such a big impact on her decision for wanting to work at the club.





“I came here on my first shift with my cousin to come and see what the place was all about, and Rachel [Anderson, the bar manager] said “jump on,” despite me not even having applied yet. I wasn’t really fussed about the wage at first as I just wanted a job, but when I got my first payslip, I was surprised as it was more than I thought I was meant to be paid, so I went and asked about it and was told that the club pay the staff what they think they are worth, which was very appealing to me as an 18-year-old, so I decided to continue and 12 months later I am still here!”

“Being on £6.83 an hour probably wouldn’t make me want to come to work, and having left education last year, my mum’s child benefits have cut down now, so working at around £11 an hour, I am able to pay her back for the things she would have been getting from the benefits for me, and I am also able to pay for things myself and treat myself, or pay for transport, so it has made a huge difference to me as an individual.”

“It is a huge deal for youngsters starting out, especially with living prices going up, if I was earning £60 a day it wouldn’t make much of a difference, but knowing that I can earn more than £100 every day I work, it is definitely worth coming to work and wanting to do well. The club have given me a big platform, now if I was to look at jobs elsewhere, I would be looking to match what I am earning here. I always feel like I am being valued and looked after at Dulwich.”

“My friends can be a little bit jealous when I tell them that the club pays me the London Living Wage, but it encourages them to want to come and work here and also to find jobs where the wages are better than just the minimum one. It has helped my generation to be more aware when applying for jobs