



Herefordshire and Worcestershire  
**SALARY & BENEFITS REPORT**  
2018 / 2019

IN PARTNERSHIP WITH

 **HEWETT**  
RECRUITMENT

 Herefordshire  
& Worcestershire  
Chamber of Commerce

# HEWETT

RECRUITMENT

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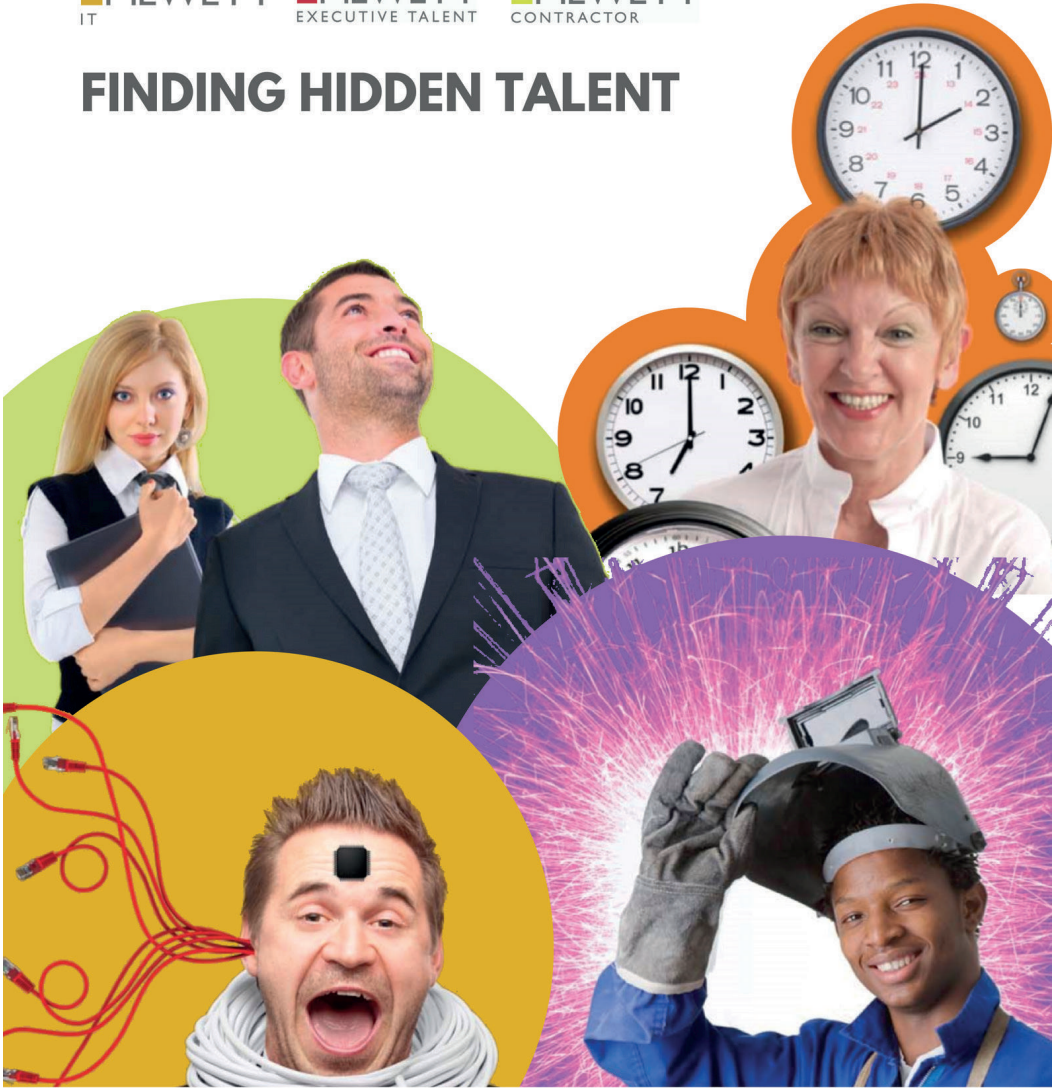
HEWETT  
INDUSTRIAL

HEWETT  
IT

HEWETT  
EXECUTIVE TALENT

HEWETT  
CONTRACTOR

## FINDING HIDDEN TALENT



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## Sharon Smith

CEO, Herefordshire & Worcestershire Chamber of Commerce

Welcome to the second edition of the Herefordshire and Worcestershire Salary & Benefits Report 2018.

Labour and skills issues remain one of the key priorities in our Chamber Manifesto, with many local businesses and Members experiencing challenges around accessing labour and/or the levels of skilled labour that firms require to maintain business growth and production, alongside the retention of staff.

Salaries, and levels of salaries are part of that wider issue, and we hope this report gives Members the information they need to monitor and adjust salaries where required.

With over 250 businesses contributing to the results, this survey is the largest of its kind in the two counties, and is truly representative of our business demographic.

I would like to thank Hewett Recruitment for their partnership in this project, alongside their ongoing support of the Chamber and the local business community, on a number of other joint projects, including the Business Expos, HR Conference and HR forums.

I would also like to thank all Chamber Members who have participated in the survey and I hope the information contained within this report provides you with valuable information in order to plan for sustainable growth in the challenging times ahead.

As a Chamber of Commerce, our role is to support our Members' individual business aims and ambitions, whilst providing collective benefit for the local economy and community. We are nationally recognised as the most consulted group for business views and we continue to represent our Members when lobbying government for changes to policies that really work for businesses. In addition we offer a number of business support services that all Members have access to – please do contact us if there is any further help or assistance we can offer.



## Laura Hewett

Director, Hewett Recruitment

Pay has been very much on the agenda in the last 12 months as large companies were asked to publish their Gender Pay Gap in April. This prompted many businesses to carry out benchmarking activity as part of that process. The Gender Pay Gap reporting highlighted that there is still a real lack of women in higher paid work, with construction and finance firms reporting the widest pay gaps.

Recruitment and Employment Confederation (REC) data shows that vacancy numbers continue to rise, with IT and Engineering still recording the highest level of skills shortages.



The unemployment rate is at its lowest since 1975, so competition for talent remains high, with candidates finding that they have the luxury of choice when looking for a new position.

Brexit is now just around the corner, so we are also keeping a keen eye on EU net migration. This has halved since the referendum as fewer EU citizens are immigrating for work, exacerbating shortages in some key sectors such as hospitality, agriculture and manufacturing.

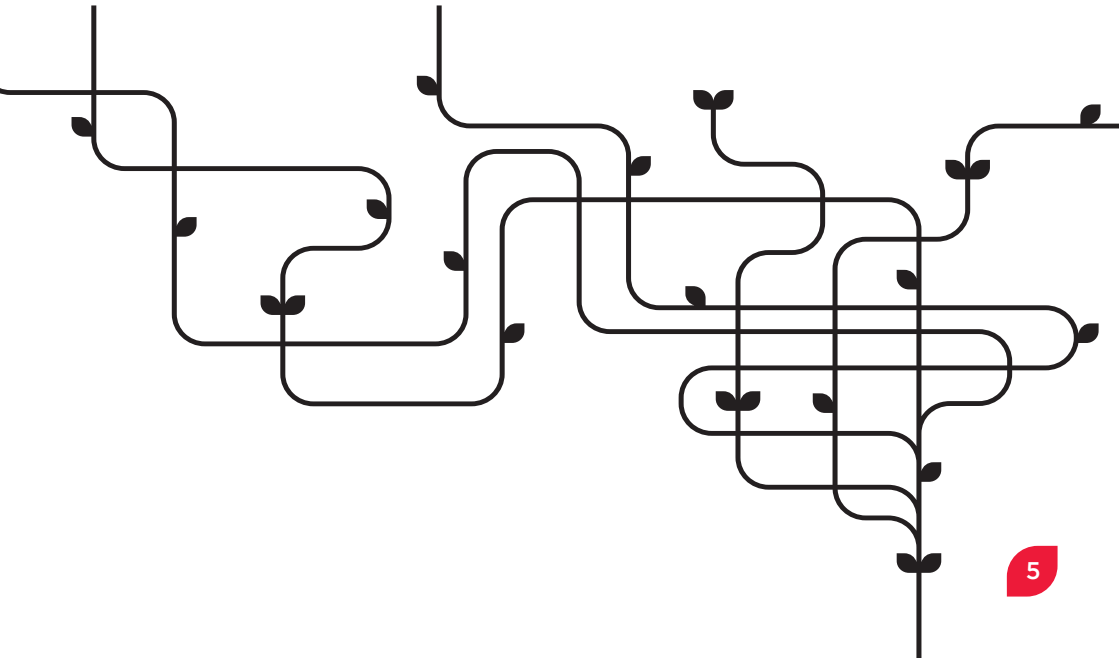
The National Living Wage continues to protect lower paid workers, while also putting pressure on businesses to increase salaries of skilled jobs, to maintain a pay differential between skilled and unskilled work. The National Living Wage is projected to rise to £8.20 in April 2019.

In the face of the challenging market conditions of Brexit uncertainty and wage pressure over the last 12 months, we have seen positive steps being made across Herefordshire and Worcestershire. Businesses have been proactively taking action to open up the labour market and drive the skills agenda:

- Diversity & Inclusion is on the radar for many businesses
- There is some great work going on to build relationships between businesses and schools, such as the Enterprise Advisor network
- 'Flexible hiring' is something that more businesses are open to offering at the point of recruitment

At Hewett Recruitment, we work with business across Worcestershire and Herefordshire to keep them competitive in attracting and retaining the talent they need.

- 68% of firms offer above the 28 day standard for holidays**
- 82% offer additional benefits for their employees**
- 84% of firms attempted to recruit staff over the past 12 months**
- 62% of firms had difficulty recruiting staff**
- 15% of firms struggled to recruit from EU countries**



## Cassie Bray

Director of Business Engagement,  
Herefordshire & Worcestershire Chamber of Commerce

The local labour market in Herefordshire and Worcestershire remains robust, sustaining a historically low level of unemployment. While low unemployment figures provide some reassurance that the UK job market is buoyant, it is vital that the number of people in work does not eclipse the challenges businesses currently face.



Herefordshire and Worcestershire are not immune to the national skills shortage; 86% of businesses reported that they have attempted to recruit over the past 12 months, of which 79% experienced difficulties finding suitable staff for the available role. Herefordshire businesses found that skill shortages were most acute in the Manufacturing and Hospitality sectors, whereas firms in Worcestershire reported that recruiting for Engineering and Sales roles posed the greatest challenges.

Much like the rest of the country, businesses in the two counties are attempting to recruit during a period of significant economic and political uncertainty. With the date the UK leaves the EU fast approaching, firms are absorbing the impact of continued uncertainty. This is most evident for businesses in Herefordshire which rely on EU nationals and are likely to feel the full force of reduced EU migration to the UK. Already 31% of businesses who recruit from abroad have found it difficult to find suitable staff from EU countries. Without imminent clarity regarding the future of our immigration system, businesses in Herefordshire may struggle to recruit and might be forced to focus on retaining current employees by offering competitive benefits.

Perpetual structural issues such as the national skills shortage, coupled with the absence of clarity surround the UK's exit from the EU, are placing a considerable strain on businesses in the two counties. Herefordshire & Worcestershire Chamber of Commerce will continue to lobby for precise and detailed government advice for businesses regarding Brexit, in order to ensure that businesses can fill shortages with labour from both within and outside of the UK. In addition, the Chamber will continue to emphasise the desperate need to implement changes which ensure the future workforce is appropriately trained and skilled to meet business needs.

The following tables show the minimum, maximum and average salaries in Herefordshire and Worcestershire by sector and role.

### Management

	Minimum	Maximum	Average
Managing Director / CEO	£30,000	£205,000	£88,577

### Finance

	Minimum	Maximum	Average
Finance Director	£41,000	£120,000	£72,404
Practice Partner	£30,000	£70,000	£42,400
Management Accountant	£24,000	£65,000	£40,834
Practice Accountant	£21,000	£47,500	£31,677
Payroll Manager	£15,500	£50,000	£30,352
Payroll Assistant	£16,000	£35,000	£22,889
Credit Controller	£17,000	£55,800	£25,643
Accounts Assistant	£15,000	£35,000	£20,996

### Sales

	Minimum	Maximum	Average
Sales / Commercial Director	£40,000	£125,000	£75,880
Sales / Business Development Manager	£25,000	£75,000	£46,559
Account Manager	£20,000	£59,000	£37,241
Field Sales	£17,000	£30,000	£21,279
Telesales / Internal Sales	£15,000	£58,100	£22,806
Sales Administrator	£12,000	£38,000	£21,591

### Technology & IT

	Minimum	Maximum	Average
IT / Technology Director	£35,000	£83,000	£64,092
IT / Technology Manager	£20,000	£62,623	£42,450
Senior / Lead Developer	£30,000	£60,000	£43,983
Mid-level Developer	£18,000	£50,000	£33,579
Junior / Graduate Developer	£16,000	£35,000	£26,074
1st line support	£18,000	£34,500	£24,187
2nd line support	£20,000	£30,099	£24,824
3rd line support	£22,000	£36,867	£28,973
Project Manager	£22,000	£59,000	£37,111
Business Analyst	£20,000	£60,000	£36,635
Software Tester / QA	£28,000	£40,000	£32,575

**PR & Marketing**

	Minimum	Maximum	Average
Marketing Director	£50,000	£88,000	£74,750
Marketing Manager	£25,000	£56,000	£35,838
Marketing / Social Media Executive	£20,000	£35,000	£26,712
Event Coordinator	£12,000	£32,000	£22,166
PR / Communications Officer	£21,000	£31,000	£27,000
Marketing Assistant	£15,000	£25,400	£20,430

**HR**

	Minimum	Maximum	Average
HR Director	£30,000	£85,000	£60,807
HR Manager	£28,000	£64,000	£43,463
HR Officer	£21,000	£41,520	£30,030
HR Assistant	£18,000	£30,000	£22,696

**Office Support**

	Minimum	Maximum	Average
Personal Assistant / Executive Assistant	£18,000	£38,000	£26,079
Office Manager	£15,000	£45,000	£27,101
Administrator	£13,000	£33,800	£19,900
Receptionist	£17,160	£24,000	£19,934
Customer Service Advisor	£17,000	£30,600	£21,850

**Legal**

	Minimum	Maximum	Average
Partner	£50,000	£50,000	£50,000
Solicitor	£40,000	£50,000	£45,800
Newly Qualified Solicitor	£22,000	£22,000	£22,000
Legal Secretary	£17,000	£17,000	£17,000

**Engineering**

	Minimum	Maximum	Average
Engineering Director	£55,000	£97,000	£71,333
Engineering Manager	£30,000	£75,000	£48,864
Design Engineer	£23,000	£54,800	£37,929
Electronics Engineer	£18,000	£50,000	£34,409
Maintenance Engineer	£24,000	£50,000	£32,617
Mechanical Engineer	£18,200	£42,000	£31,701

**Transport & Distribution**

	Minimum	Maximum	Average
Operations Director	£45,000	£93,319	£66,959
Supply Chain Manager	£22,000	£63,000	£40,277
Planner	£22,000	£39,000	£28,999
Warehouse Operative	£16,000	£30,000	£19,729
Forklift Truck Driver	£16,000	£25,000	£19,911



**Manufacturing**

	Minimum	Maximum	Average
Production Manager	£28,000	£65,000	£45,055
Manufacturing Engineer	£23,000	£50,000	£34,393
Production Planner	£19,000	£46,200	£31,708
CNC Programmer	£19,500	£37,519	£29,503
Team Leader / Supervisor	£17,000	£46,000	£27,582
Production Operative	£14,000	£32,000	£20,315

**Procurement & Supply**

	Minimum	Maximum	Average
Purchasing Manager	£23,500	£57,500	£39,699
Senior Buyer	£20,000	£42,150	£30,765
Buyer	£18,000	£36,000	£27,592
Stock / Purchasing Assistant	£16,000	£28,028	£21,103

**Hospitality**

	Minimum	Maximum	Average
General Manager	£26,000	£55,000	£37,666
Events Manager	£18,000	£30,000	£23,000
Waiting / Bar / Kitchen Staff	£15,600	£22,000	£19,266

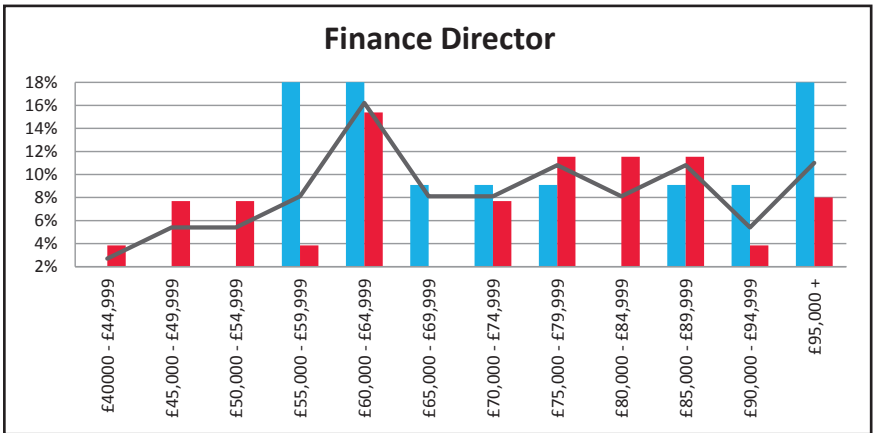
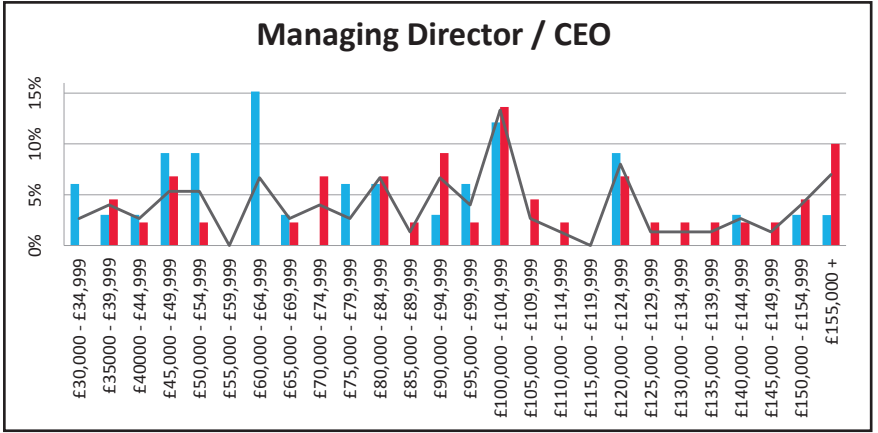
**Construction & Trade**

	Minimum	Maximum	Average
Labourer	£15,000	£20,000	£17,762
Carpenter, Electrician, Plumber, Bricklayer	£24,000	£32,500	£27,581
Site Manager	£40,000	£42,000	£41,000

**For a little more detail**, we've developed graphs for the most popular roles. Highlighting the variety of salaries offered within the two counties...

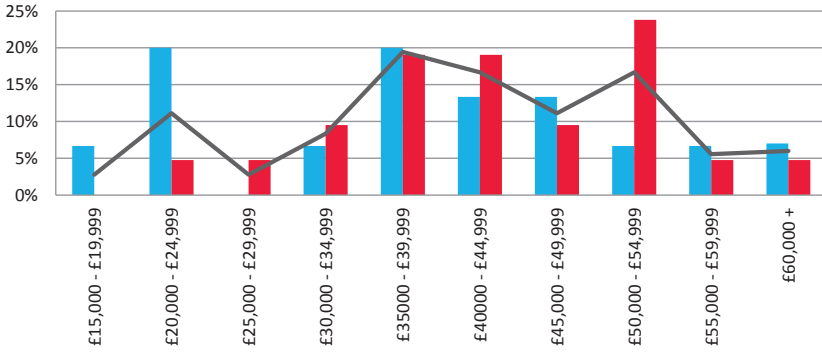
# Regional Breakdown

## Most popular roles in Herefordshire & Worcestershire

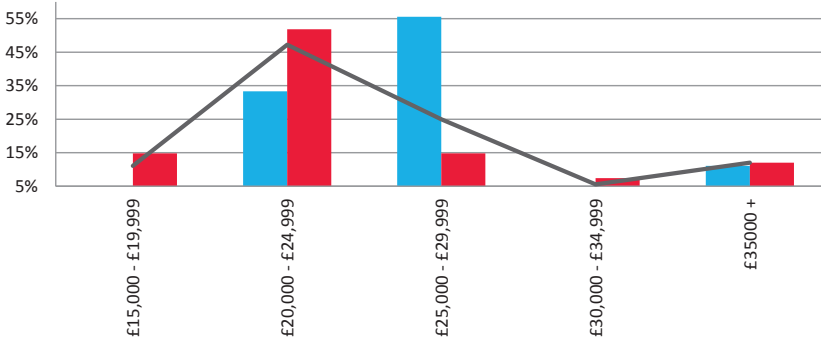


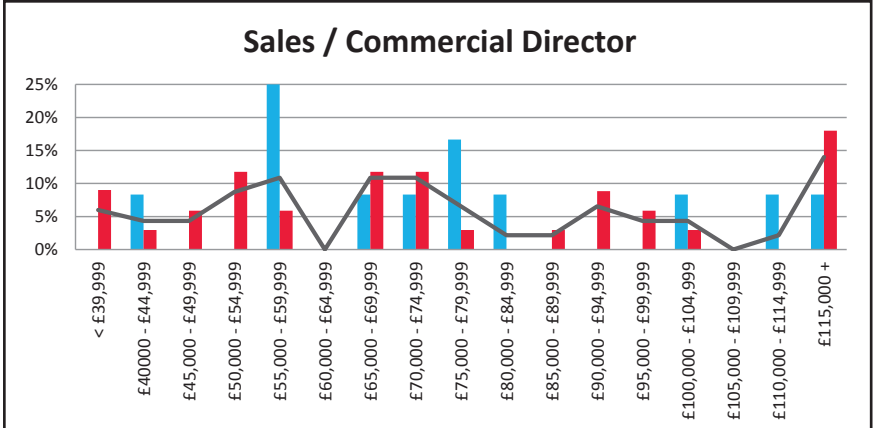
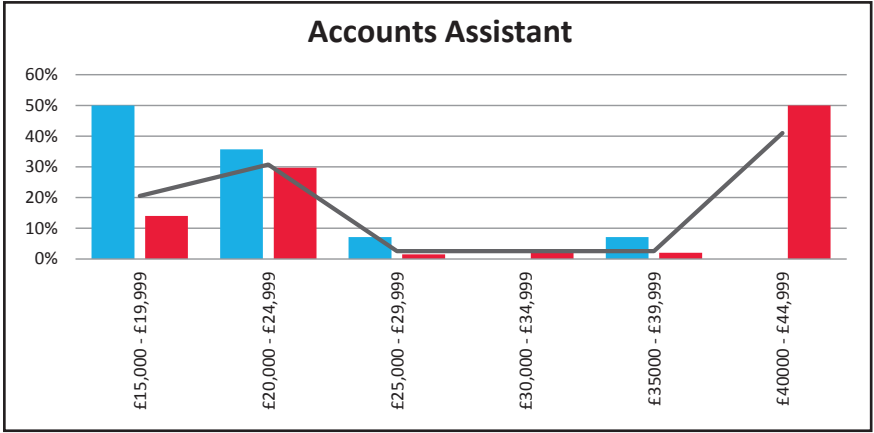
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### Management Accountant



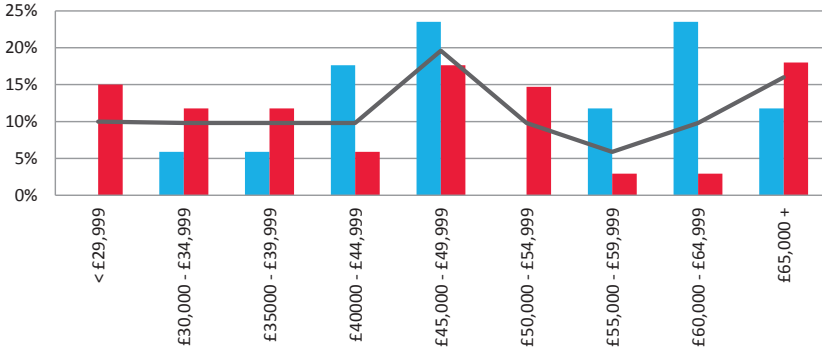
### Credit Controller



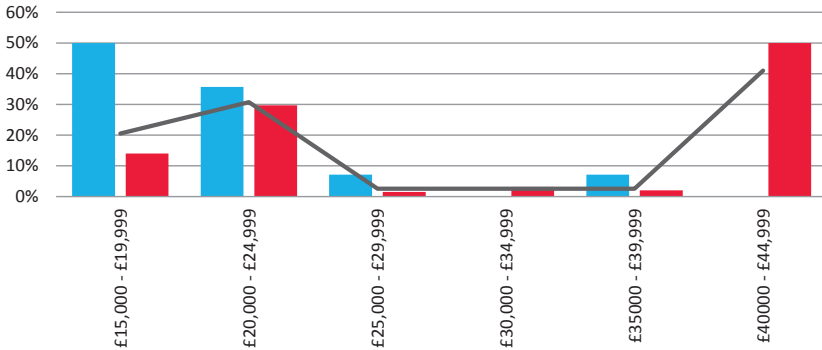


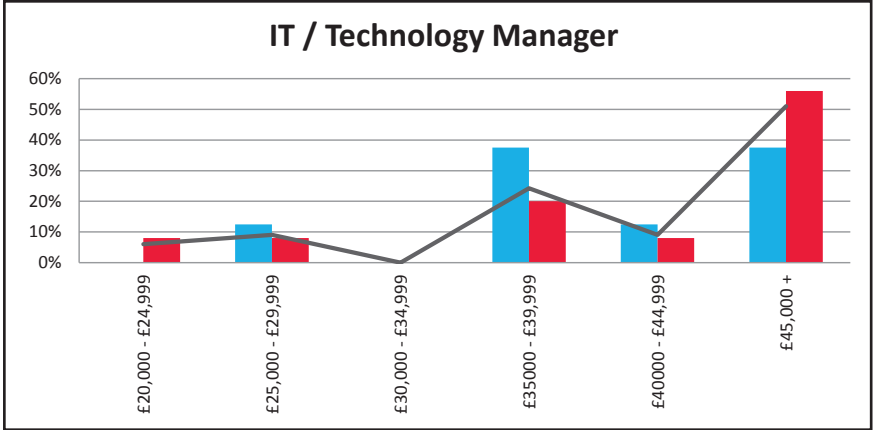
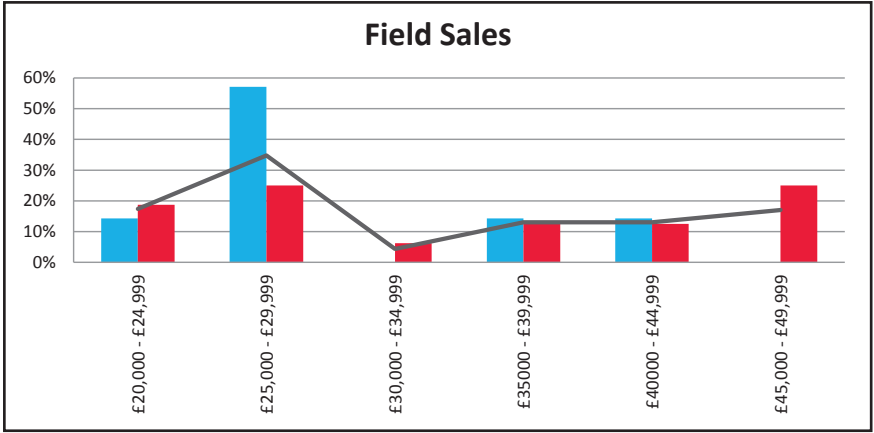
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### Sales / Business Development Manager



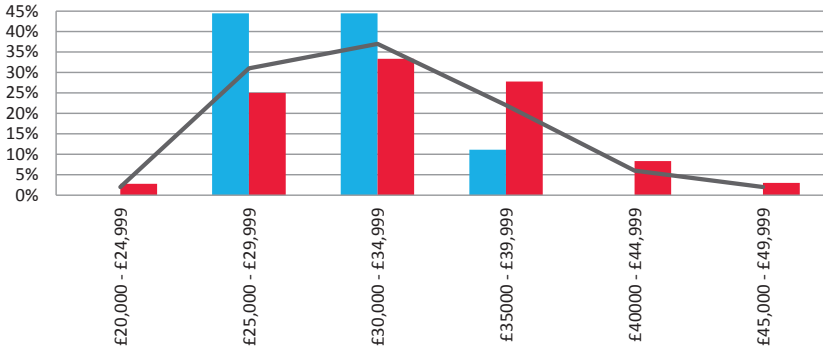
### Accounts Assistant



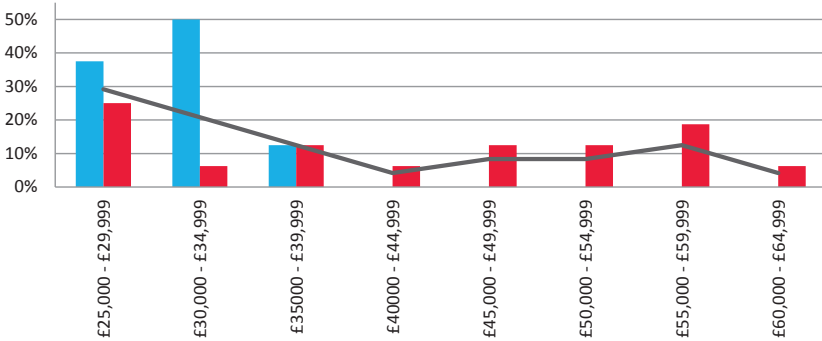


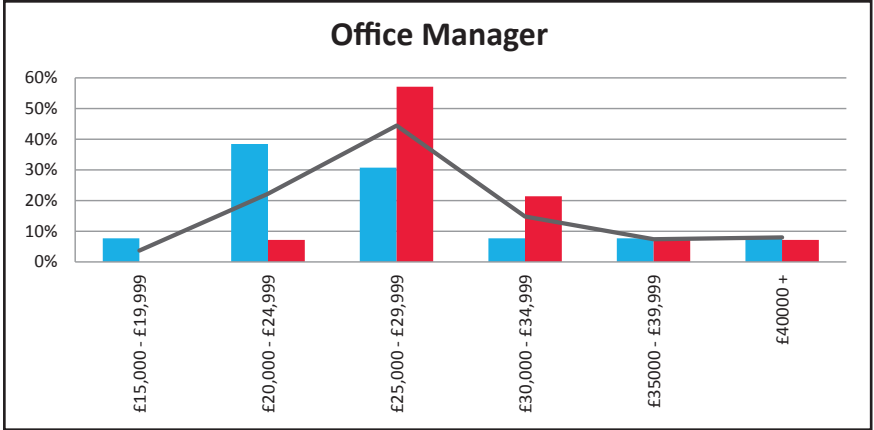
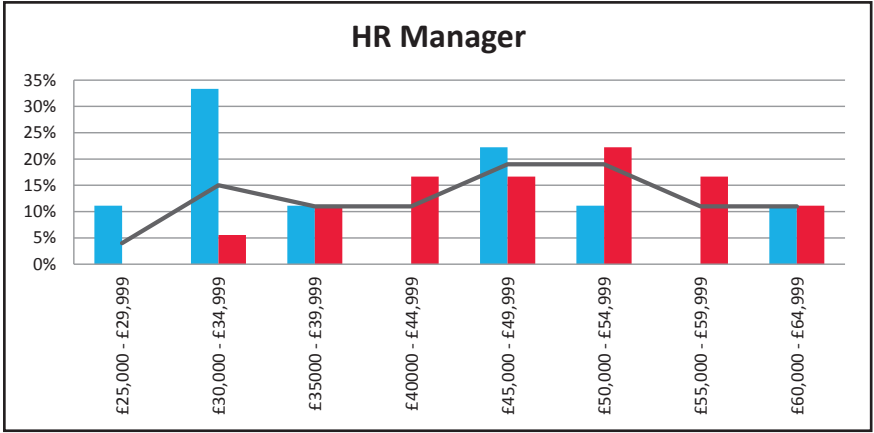
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### Sales Administrator



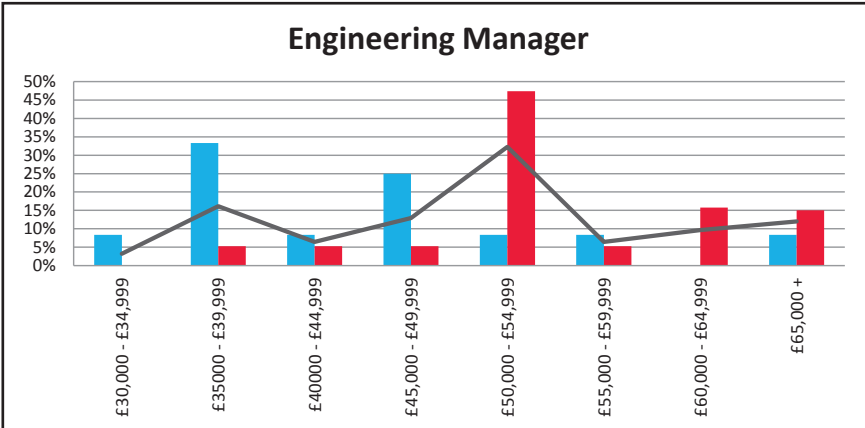
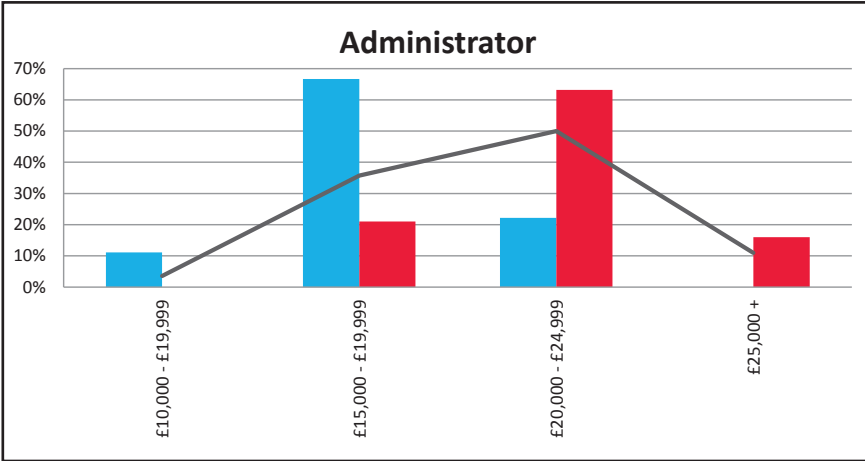
### Marketing Manager

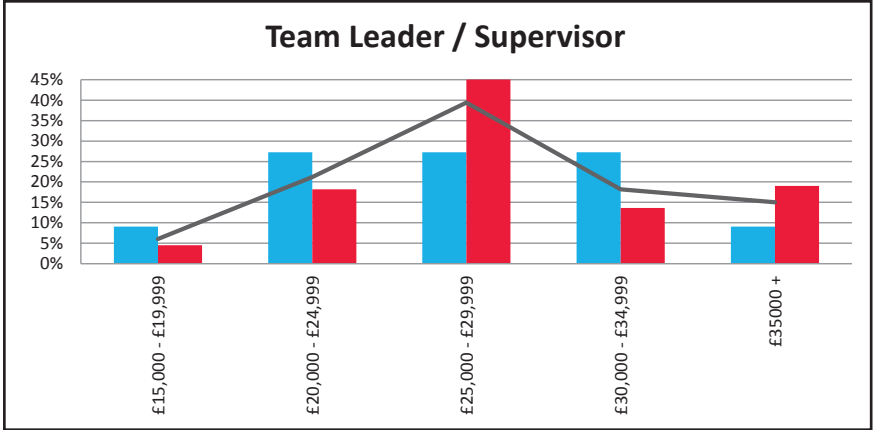
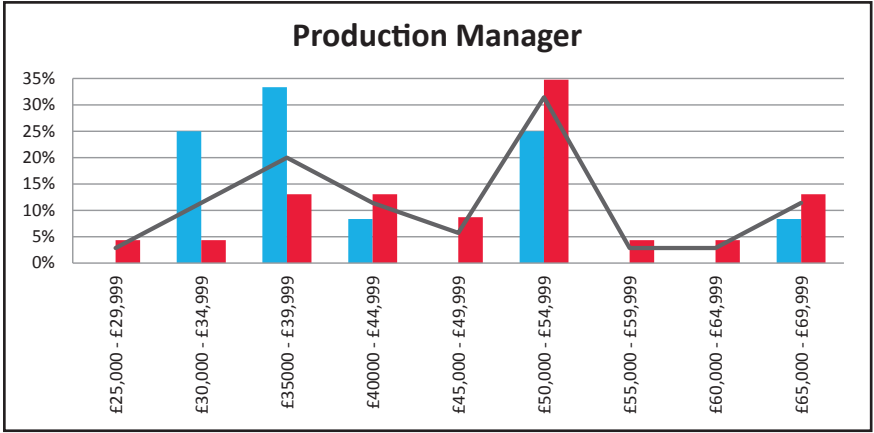




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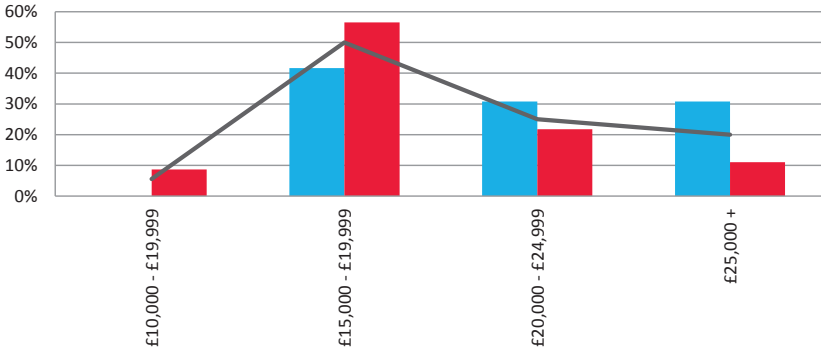




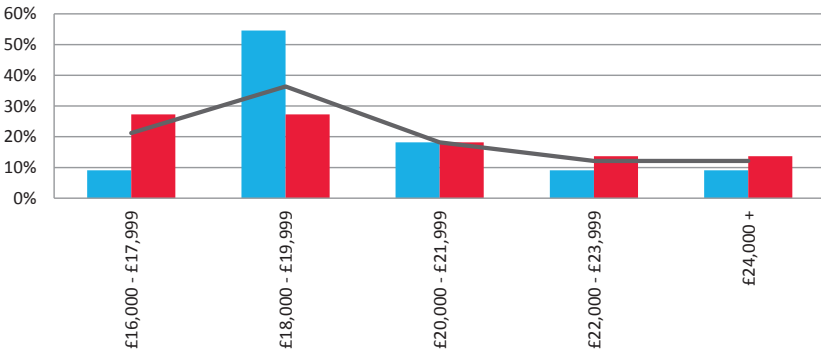


KEY ■ Herefordshire ■ Worcestershire — Total

### Production Operative



### Warehouse Operative





## Employee Benefits

With Laura Hewett, Director at Hewett Recruitment

More and more people are valuing work-life balance and flexibility, no longer choosing a “work hard, play hard” lifestyle. This has been a positive impact in the workplace of Generation Y, who have really challenged ideals about how employees should be valued based on their results, rather than hours spent at their desks. In this connected world, we no longer need to be in the office during office hours to be productive, people want to be able to work where they want, at a time that fits around

their lifestyle.

The truth is that most people would work flexibly if they could. According to recent research by ‘Timewise’, a staggering 87% of the UK’s full-time workforce either work flexibly in some way or wish they could. Flexible working isn’t just for mums - across the generations, 92% of Generation Y, 88% of Generation X and 72% of baby boomers prefer this way of working.

The problem is that despite this huge demand, only 1 in 10 jobs are currently advertised as being flexible at the point of hire.

Businesses have a huge amount to gain from offering and encouraging flexibility. Retention of good people is an issue in this skills shortage market. Real flexibility is still hard to come by and encourages people to stay with us at every level of an organisation. The other good news is that flexible workers tend to be even more productive and if technology allows remote working, this frees up office space and saves business costs.

Outside of flexibility, an important consideration is around the number of days holiday companies are offering. 25 days holiday (plus bank holidays) has become the standard. For many, the prospect of giving up a whole week’s holiday or more for a new job is enough to turn an offer down, even if the salary is attractive.

Hewett Recruitment’s team of specialist consultants are available to advise on pay and benefits packages, so please do get in touch.

### Head Office:

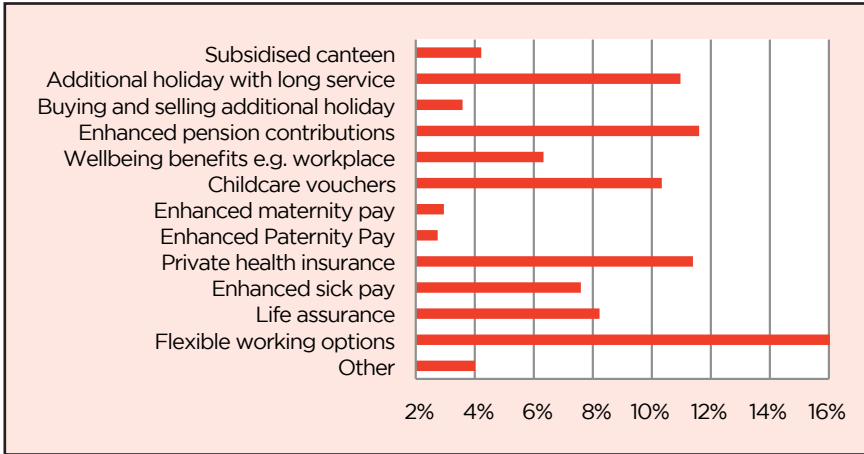
1 Bridge Street, Kidderminster, Worcestershire, DY10 1BN  
Tel: 01562 69090

### Worcester Office:

38 Foregate Street, Worcester, Worcestershire, WR1 1EE  
Tel: 01905 613413

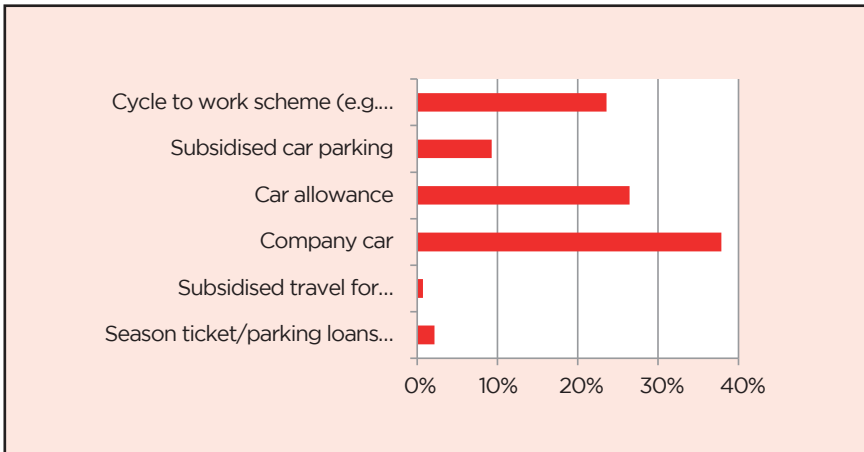
## ADDITIONAL BENEFITS

Which of the following benefits do you offer your employees?

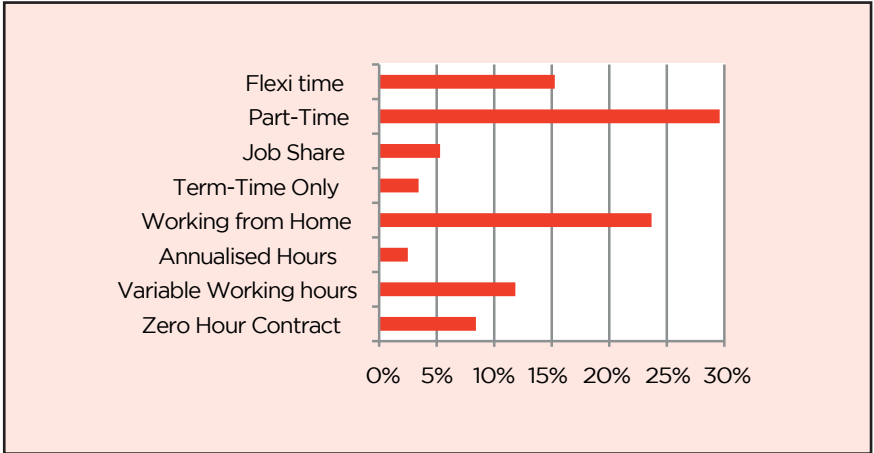


ADDITIONAL  
BENEFITS

Does your business offer any of the following travel benefits to staff?



## Which of the following flexible working options do you offer to your employees?



When taking a closer look at the benefits businesses offer within the two counties, some striking differences emerge. A larger proportion of businesses in Herefordshire offer employee benefits compared to Worcestershire. As a rural community, it is possible that Herefordshire offers additional benefits to staff to supplement the smaller remuneration packages in the county.

More businesses in Herefordshire (70%) allow their employees greater flexibility by providing the option to work from home compared to Worcestershire (52%). Herefordshire businesses also offer Annualised Hours, Variable Working Hours and Zero Hour Contracts on a greater scale than their counterparts in Worcester.

Over 60% of businesses in Worcestershire and Herefordshire offer their employees a company car. Following the provision of a company car, a car allowance was the second most popular travel benefit. Interestingly, no businesses currently offer their staff subsidised travel to/from work.

Considerably more firms in Worcestershire (51%) offer private health care to their employees compared to Herefordshire (30%), suggesting there may be more scope to extend this particular benefit in the latter county. To help support employees come back to work as quickly as possible, the Chamber offer a health care cash plan through the not-for-profit organisation Westfield Health, which helps employees return to work faster.

**To help you with your retention and resource planning, here are some of our exclusive discounted services that could benefit your business.**

## **AXA PPP Health Care**

AXA PPP healthcare can help you create a healthcare plan that's as unique as your business. A plan to fast track you and your people to diagnosis and treatment, to support you all back to health, and back to work as quickly as possible.

The Chambers business healthcare package has been created with small businesses in mind, offering affordable, flexible plans to suit your business and budget, along with a discount to Chamber membership and free business resource.

Sign up to the Chamber business healthcare plan and you'll receive 50% discount off your Chamber membership for three years\*.

## **Westfield Health**

Your membership of Herefordshire & Worcestershire Chamber of Commerce gives you access to innovative, affordable health cover with an exclusive range of benefits.

Together with the British Chambers of Commerce, Westfield have developed the Chamber Primary Health Plan that will work harder to make your staff feel more valued and motivated, and encourage them to be more proactive about their health.

The plan helps policyholders to access essential healthcare, diagnosis and treatment, provides money back towards selected medical expenses, and can be combined with hospital treatment insurance to provide truly continuous cover.

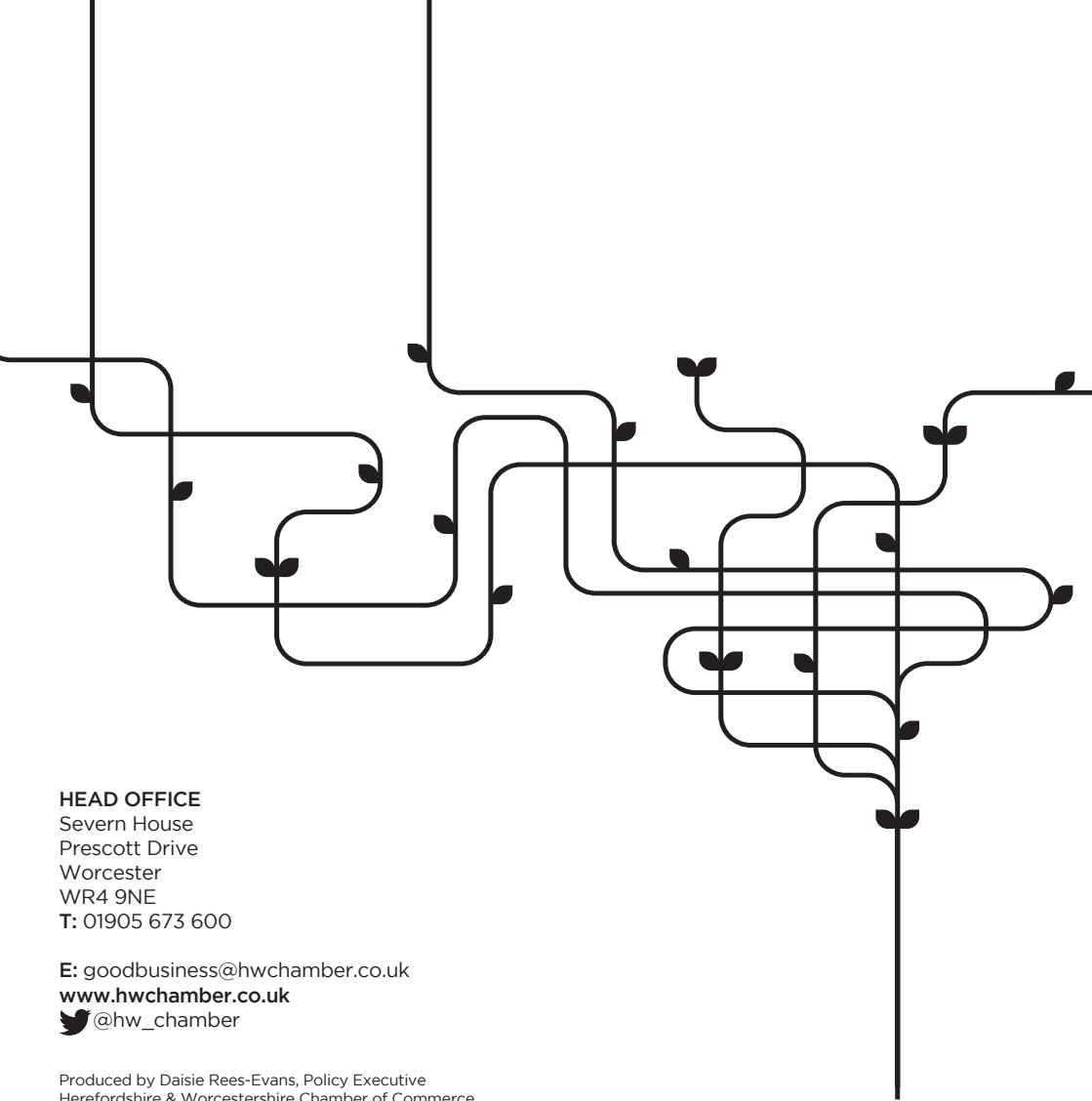
**As a Chamber Member you already have access to a number of free services that are included in your membership, including the legal helpline, members directory and perhaps the most relevant . . .**

## **Chamber HR**

The Chamber HR services offers members with access to professional HR advice and documentation. Get advice from our 24/7 HR helpline on a wide range of subjects including absenteeism, disputes, recruitment, annual leave, legislation plus a HR health check, or download over 400 HR documents from a dedicated member website.

**For more information on any of our Chamber services and discounted services please get in touch with the membership team on 01905 673 600.**

\*Terms and conditions apply. See [axapphealthcare.co.uk/chambers](http://axapphealthcare.co.uk/chambers) for more details. Offer is only available to direct new customers and Members of participating Chambers. 50% off your Chamber Membership is up to a value of £125 per employee covered per year, for up to three years, as long as the business healthcare policy remains in place on a direct basis. AXA PPP healthcare reserve the right to change or withdraw this special offer at any time.



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Herefordshire & Worcestershire Chamber of Commerce

**HEWETT**  
RECRUITMENT  
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