



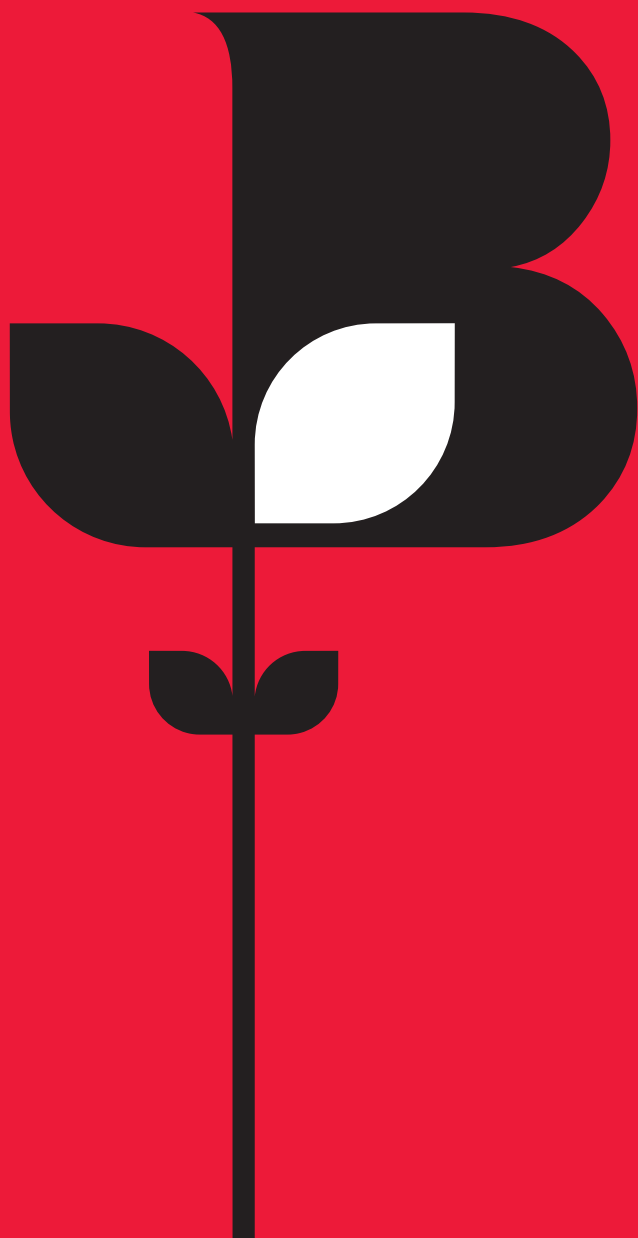
**Herefordshire and Worcestershire**  
SALARY & SKILLS REPORT  
2017 / 2018

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RECRUITMENT



Herefordshire  
& Worcestershire  
Chamber of Commerce



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## Sharon Smith

CEO, Herefordshire & Worcestershire Chamber of Commerce

Welcome to the first ever edition of the Herefordshire and Worcestershire Salary & Skills Report 2017.

As the voice of business in Herefordshire and Worcestershire, we wanted to analyse issues within the local labour market and provide our Members with insight into the local employment landscape.

This is why we've included breakdowns of a variety of sectors, job roles and employee benefits to make this benchmarking report as relevant as possible to all businesses and sectors across Herefordshire and Worcestershire.

As a member of the Chamber, you can access help and support on all of the issues discussed in this report and more through accessing benefits such as the HR Helpline, HR Forum, training and using discounts on a number of the Chamber services.

I would like to thank Hewett Recruitment, who have partnered with us on this survey and also on our annual HR Conference and HR Forums. The support they've provided on this report is inherent to its success.

I would also like to thank all the businesses who have participated in the survey and I hope you can use these figures and insights in your resource planning.

I look forward to working with you all in the future.



## Laura Hewett

Director, Hewett Recruitment

With the requirement for many organisations to publish data on gender pay gap by April 2018 and increased pressure on salaries driven by the skills shortage within certain sectors, a local Salary Survey is particularly timely for businesses in Herefordshire and Worcestershire.

Overall salaries are slowly increasing, in particular, driven by the National Living wage, introduced in 2016 and increasing again in April 2018. However, data shows that the rate of increase is behind inflation, meaning that in reality, individuals have less disposable income.

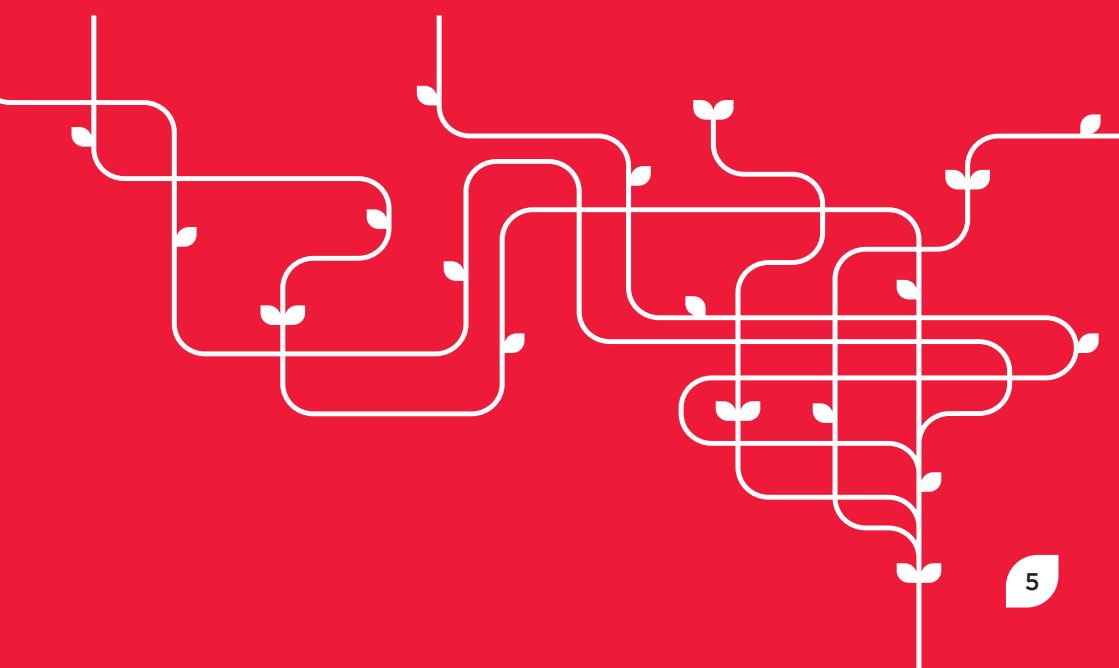
In parts of Worcestershire and Herefordshire, salaries are lower than the national average and in particular for Worcestershire, we are competing with Birmingham for many types of roles. People are weighing up whether the salary, benefits and environment on offer there is worth the commute. In response to this, we are seeing businesses across the two counties making positive changes to position themselves as employers of choice.

IT and Technical Professionals with specialised skill sets are highly valued in the marketplace. Starting salaries are higher than average, and long-term employees are well-positioned to negotiate pay rises and additional benefits.

At Hewett Recruitment, we work in partnership with our clients, as well as the Chamber of Commerce, the Local Enterprise Partnership and other organisations to keep Herefordshire and Worcestershire businesses competitive in the 'war for talent' by becoming more appealing to candidates. The objective is that people from the two counties and beyond choose to stay in the area and even commute here from elsewhere.



- 96% of firms attempted to recruit staff over the past 12 months
- 96% of firms recruited for full-time roles and 51% of firms recruited for part-time roles
- Majority of roles were permanent, but 42% also recruited for temporary roles and 15% contract roles
- 35% businesses in the two counties attempted to recruit apprentices
- 69% firms had difficulty recruiting staff
- 17% of firms have struggled to recruit from EU countries in the last twelve months



## Sophia Haywood

Policy Manager, Herefordshire & Worcestershire Chamber of Commerce

The local labour market in Herefordshire and Worcestershire is under considerable strain from the national skills shortage, Brexit and historically low unemployment rates.

69% of businesses had difficulty in finding the right skilled staff. Firms in Herefordshire particularly struggled to recruit professional and managerial staff (46%) and semi-unskilled staff (23%), reflecting the struggles the county faces in attracting young middle management and the issues posed by Brexit on the agricultural sector and food and drink industry.

Whereas Worcestershire firms expressed more difficulty in finding skilled manual and technical staff which was at 49%, which might be why more firms in Worcestershire attempted to recruit apprentices (40%) than in Herefordshire (26%).

It is vital that the workforce of tomorrow possesses transferable and industry specific skills. This will enable our next-generation economies to be flexible, highly skilled and, importantly, world beating. While there is no quick fix to the skills shortages that many businesses are experiencing, the Chamber is ideally placed to help bridge the gap between the worlds of business and education.

We will continue to lobby for work experience to become a mandatory part of the curriculum in the Chamber Manifesto for 2018, encourage business leaders to become Enterprise Advisers and facilitate greater collaboration between schools and businesses.

Brexit is already having an impact on our local workforce. Here at the Chamber we have been engaging with the agricultural, food and drink production, hospitality, logistics and manufacturing sectors in particular on what migration post-Brexit might look like. Engaging with key stakeholders, such as the Migration Advisory Committee, we will continue to lobby to ensure firms can access all levels of skills from Europe with minimal bureaucracy and costs, allowing businesses to function post-Brexit and key sectors to thrive.



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

## Manufacturing

	Minimum	Maximum	Mean Average
Supply Chain Manager	£18,000 - £19,999	£70,000 - £79,000	£38,000 - £39,000
Production Manager	£24,000 - £25,999	£65,000 - £69,000	£38,000 - £39,999
Engineering Manager	£24,000 - £25,999	£70,000 - £79,999	£40,000 - £45,999
Team Leader / Supervisor	£14,000 - £15,999	£45,000 - £49,999	£26,000 - £27,999
Production Planner	£14,000 - £15,999	£40,000 - £44,999	£24,000 - £25,999
Production Operator Assistant	£10,000 - £11,999	£34,000 - £35,999	£18,000 - £19,999

## Transport & Distribution

	Minimum	Maximum	Mean Average
Operations Director	£22,000 - £23,999	£100,000 +	£55,000 - £59,999
Logistics and Distribution Manager	£20,000 - £21,999	£55,000 - £59,999	£34,000 - £35,999
Distribution Coordinator	£14,000 - £15,999	£36,000 - £37,999	£22,000 - £23,999
Warehouse Assistant	£12,000 - £13,999	£30,000 - £31,999	£18,000 - £19,999
Driver	£10,000 - £11,999	£36,000 - £37,999	£18,000 - £19,999

## Trade & Labour

	Minimum	Maximum	Mean Average
Semi-Skilled Labourer	£10,000 - £11,999	£30,000 - £31,999	£18,000 - £19,999
Unskilled Labourer	£10,000 - £11,999	£24,000 - £25,999	£14,000 - £15,999
Trade: Carpenter, Plumber, Electrician	£10,000 - £11,999	£40,000 - £44,999	£24,000 - £25,999
Forklift Truck Driver	£10,000 - £11,999	£24,000 - £25,999	£18,000 - £19,999

## Construction

	Minimum	Maximum	Mean Average
Site Manager	£28,000 - £29,999	£50,000 - £54,999	£40,000 - £45,000
Quantity Surveyor	£14,000 - £15,999	£55,000 - £59,999	£40,000 - £45,000
Site Engineer	£26,000 - £27,999	£55,000 - £59,999	£36,000 - £37,999
Assistant Site Manager / Foreman	£20,000 - £21,999	£36,000 - £37,999	£28,000 - £29,000
Bricklayer	£12,000 - £13,999	£30,000 - £31,999	£22,000 - £23,999

## Procurement & Supply

	Minimum	Maximum	Mean Average
Head of Procurement	£22,000 - £23,999	£100,000 +	£45,000 - £50,000
Production Planner	£16,000 - £17,999	£40,000 - £44,999	£26,000 - £27,999
Buyer	£14,000 - £15,999	£60,000 - £64,999	£30,000 - £31,999
Supply Chain Manager	£24,000 - £25,999	£70,000 - £79,999	£38,000 - £39,999
Purchasing Manager	£18,000 - £19,999	£60,000 - £64,999	£34,000 - £35,999

## Technology & IT

	Minimum	Maximum	Mean Average
IT Manager	£24,000 - £25,999	£100,000 +	£45,000 - £49,000
Software Developer	£18,000 - £19,999	£100,000 +	£38,000 - £39,999
Web Developer	£12,000 - £13,999	£100,000 +	£36,000 - £37,999
IT Technician	£10,000 - £11,999	£36,000 - £37,999	£24,000 - £25,999

## Hospitality

	Minimum	Maximum	Mean Average
General Manager	£18,000 - £19,999	£60,000 - £64,999	£34,000 - £35,999
Operations Manager	£24,000 - £25,999	£45,000 - £49,999	£34,000 - £35,999
Events Manager	£18,000 - £19,999	£45,000 - £49,999	£26,000 - £27,999
Sales Executive	£16,000 - £17,999	£60,000 - £64,999	£28,000 - £29,999

## Retail

	Minimum	Maximum	Mean Average
Area / Operations Manager	£20,000 - £21,999	£60,000 - £64,999	£32,000 - £33,999
Store Manager	£14,000 - £15,999	£36,000 - £37,999	£18,000 - £19,999
Assistant Store Manager	£14,000 - £15,999	£18,000 - £19,999	£16,000 - £17,999

## Finance

	Minimum	Maximum	Mean Average
Financial Director	£24,000 - £25,999	£100,000 +	£70,000 - £79,999
Financial / Management Accountant	£18,000 - £19,999	£80,000 - £89,999	£40,000 - £45,000
Assistant Accountant	£12,000 - £13,999	£60,000 - £64,999	£26,000 - £27,999
Credit Controller	£14,000 - £15,999	£34,000 - £35,999	£22,000 - £23,999
Payroll Manager	£16,000 - £17,999	£34,000 - £35,999	£26,000 - £27,999
Payroll Administrator	Below £10,000	£28,000 - £29,999	£18,000 - £19,999



## PR & Marketing

	Minimum	Maximum	Mean Average
Marketing Manager	Up to £17,999	£80,000 - £89,999	£40,000 - £44,999
Marketing Assistant	Below £10,000	£36,000 - £37,999	£22,000 - £23,999
Event Coordinator	£14,000 - £15,999	£36,000 - £37,999	£22,000 - £23,999
PR / Communications Officer	£20,000 - £21,999	£60,000 - £64,999	£30,000 - £31,999
Social Media Executive	£10,000 - £11,999	£40,000 - £44,999	£26,000 - £27,999

## HR

	Minimum	Maximum	Mean Average
HR Director	£24,000 - £25,999	£100,000 +	£60,000 - £64,999
HR Manager	£18,000 - £19,999	£70,000 - £79,999	£40,000 - £44,999
HR Officer	£18,000 - £19,999	£40,000 - £44,999	£28,000 - £29,999
HR Assistant	£14,000 - £15,999	£30,000 - £31,999	£20,000 - £21,999

## Office Support

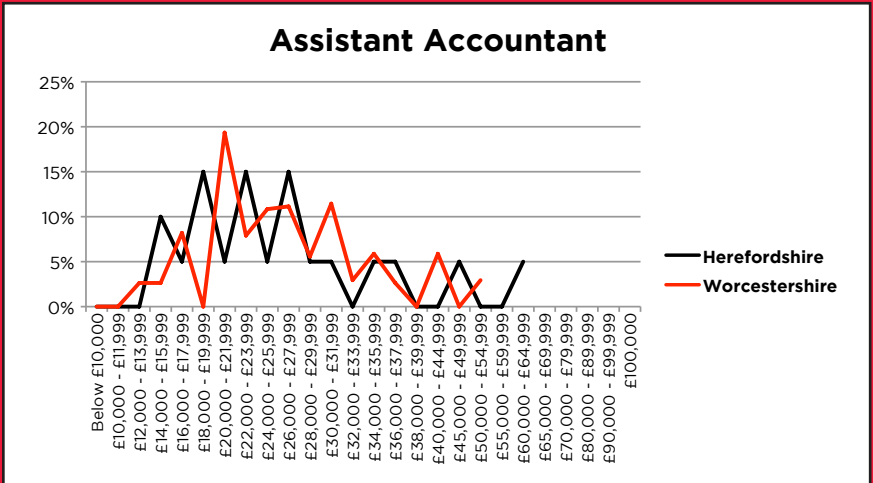
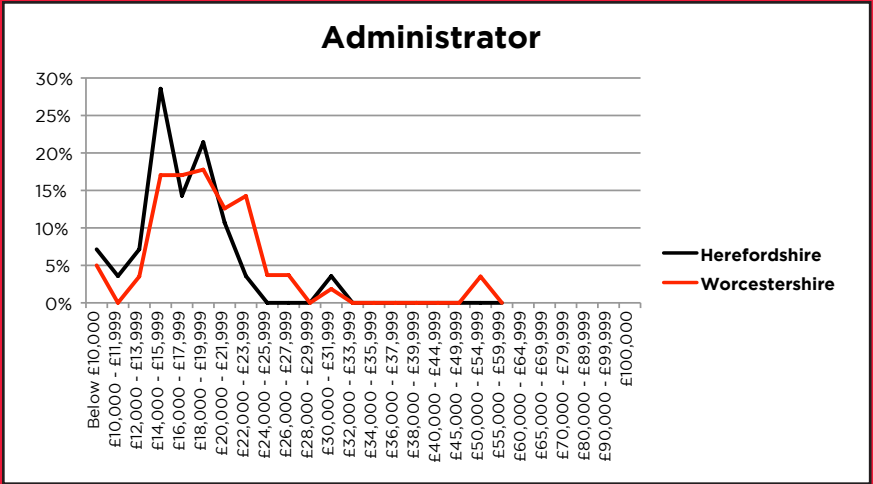
	Minimum	Maximum	Mean Average
Administrator	Below £10,000	£50,000 - £54,999	£18,000 - £19,999
Receptionist	£10,000 - £11,999	£28,000 - £29,999	£16,000 - £17,999
Customer Service	£14,000 - £15,999	£45,000 - £49,999	£20,000 - £21,999
Team Leader	£18,000 - £19,999	£50,000 - £54,000	£26,000 - £27,999
Secretary / PA	£14,000 - £15,999	£45,000 - £49,999	£24,000 - £25,999

## Management

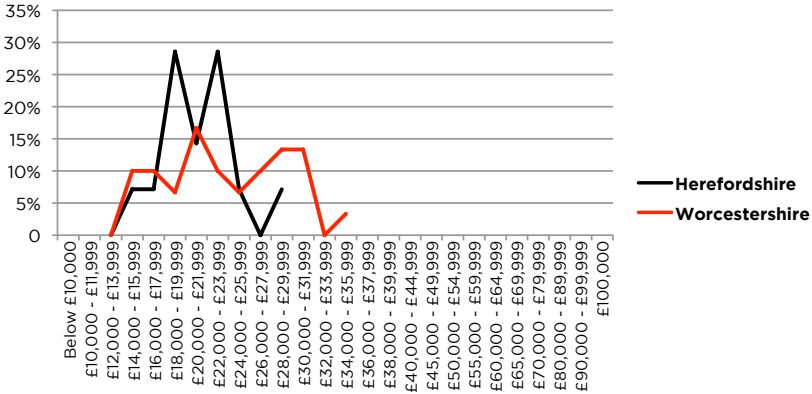
	Minimum	Maximum	Mean Average
Managing Director / CEO	Up to £27,999	£100,000 +	£90,000 - £100,000+
Deputy Managing Director / CEO	£65,000 - £69,999	£100,000 +	£90,000 - £100,000
Senior Directors	Up to £33,999	£100,000 +	£70,000 - £79,999

**For a little more detail**, we've developed graphs for the top twenty most popular roles and highlighted the variety of salaries offered . . .

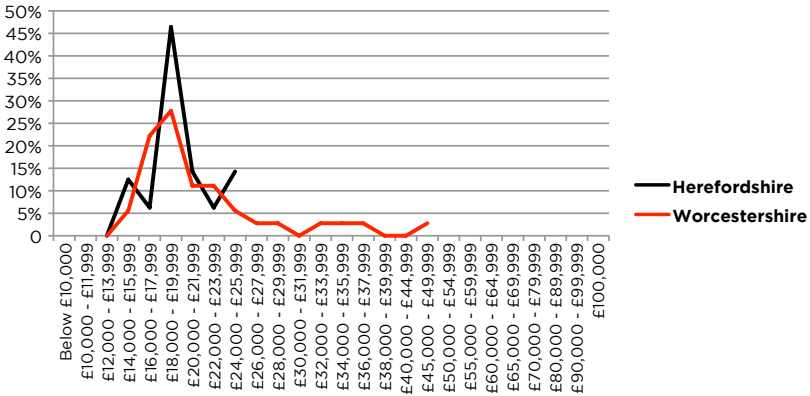
# Regional Breakdown Top 20 Roles in Herefordshire and Worcestershire



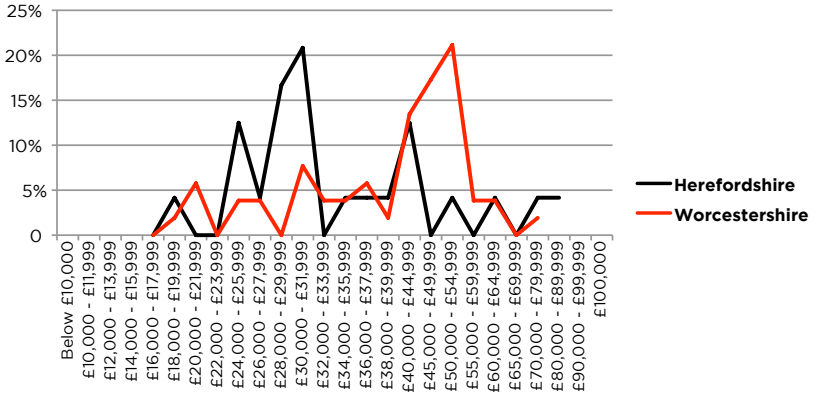
### Credit Controller



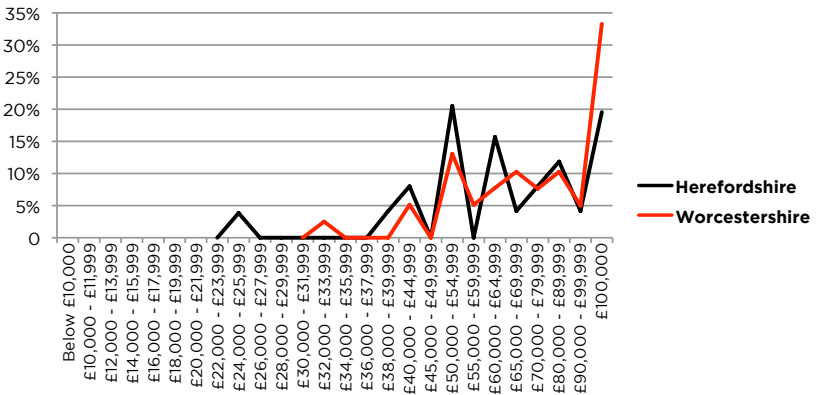
### Customer Service



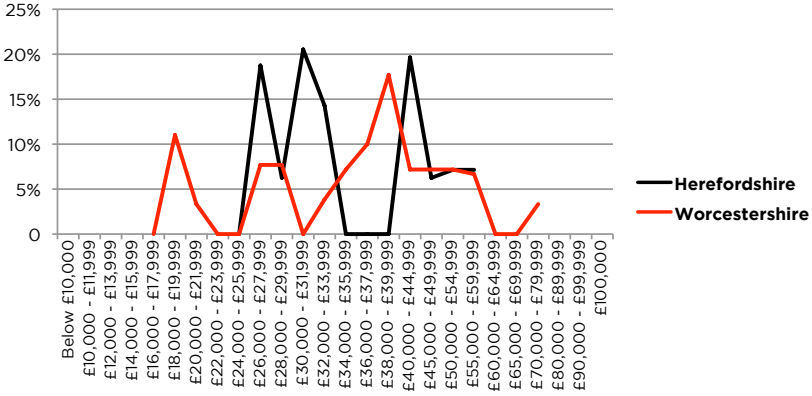
**Management / Financial Accountant**



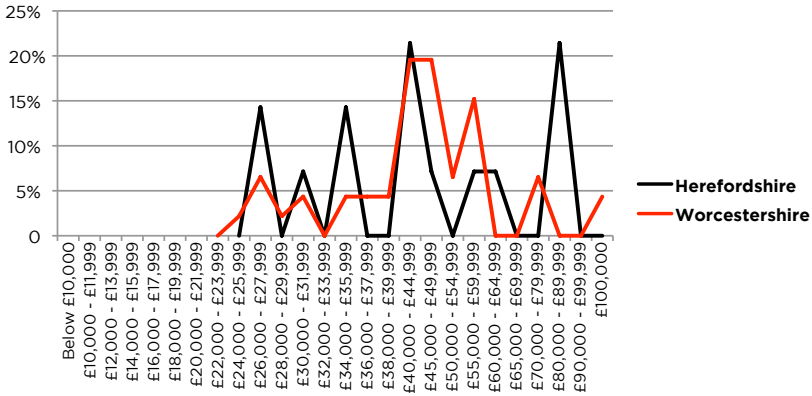
**Financial Director**



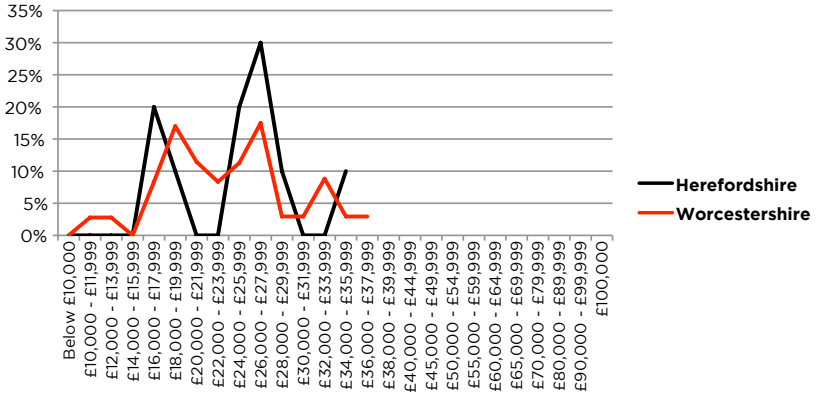
### HR Manager



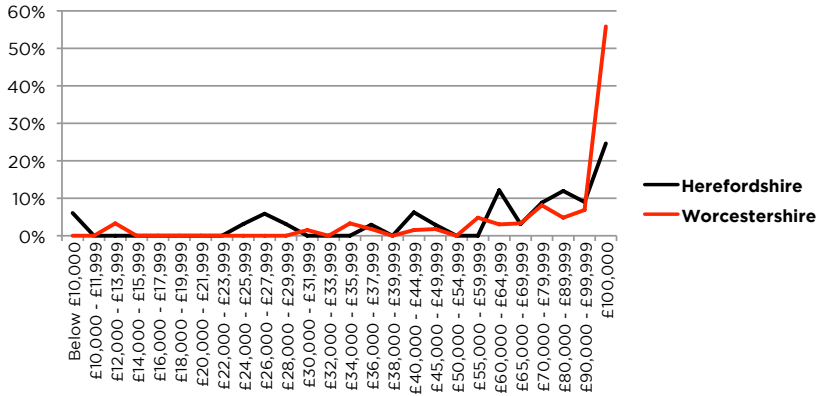
### IT Manager



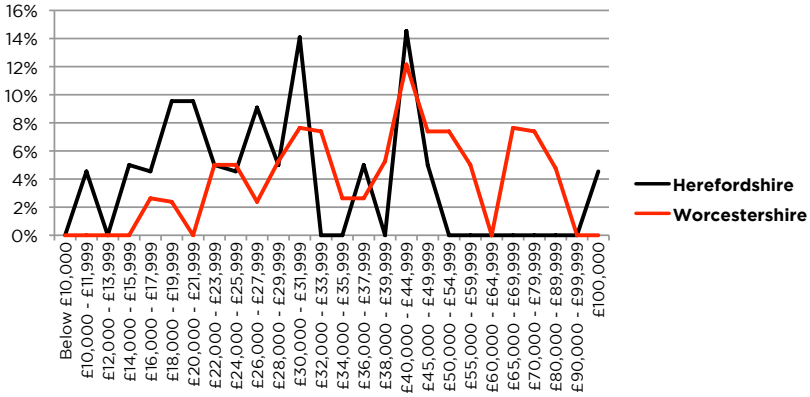
### IT Technician



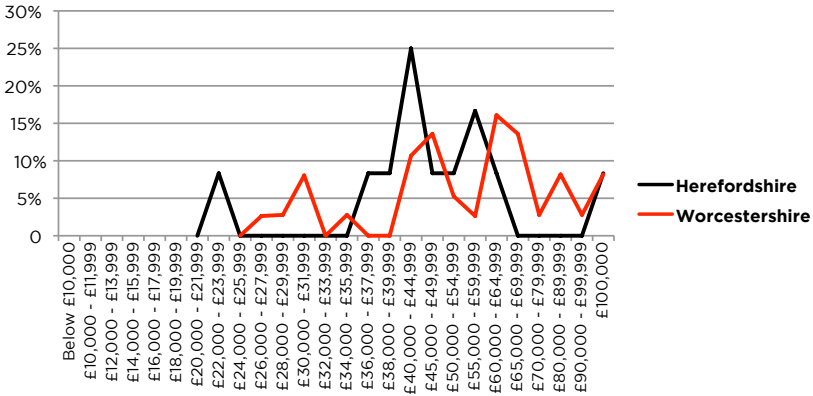
### Managing Director/ CEO



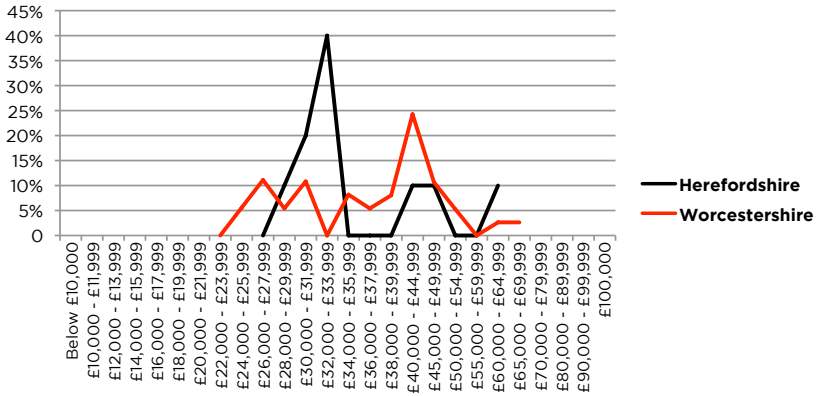
### Marketing Manager



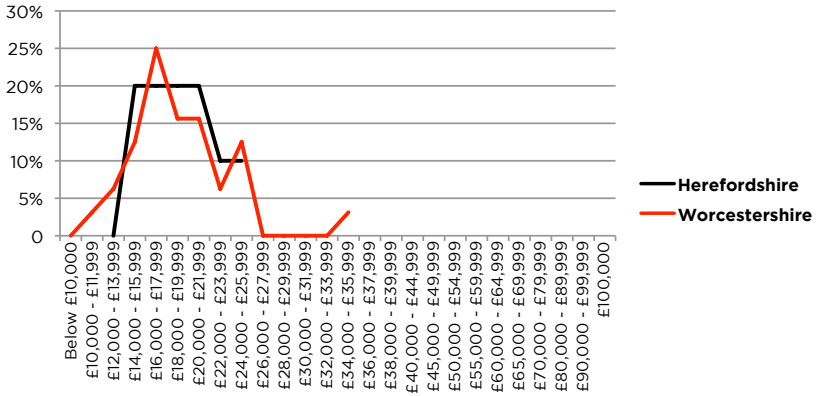
### Operations Director



### Production Manager

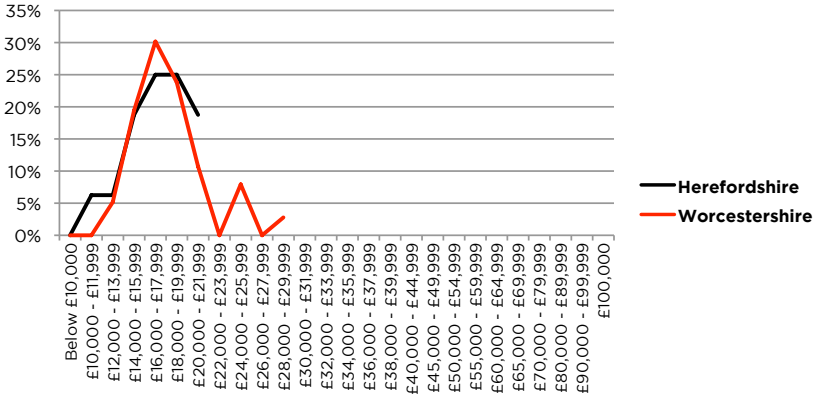


### Production Operator / Assistant

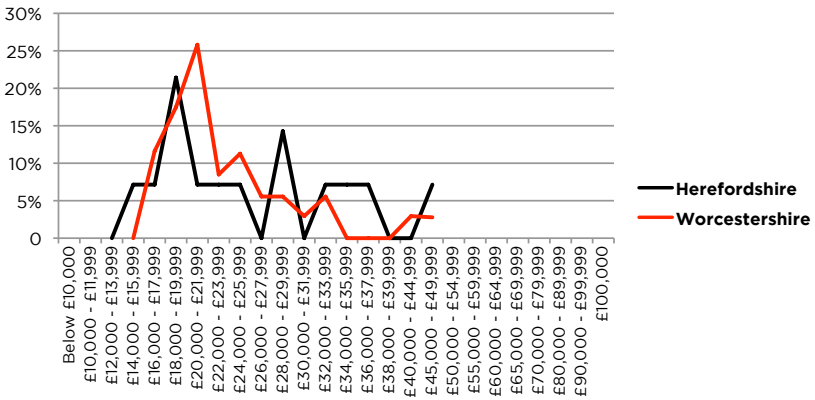




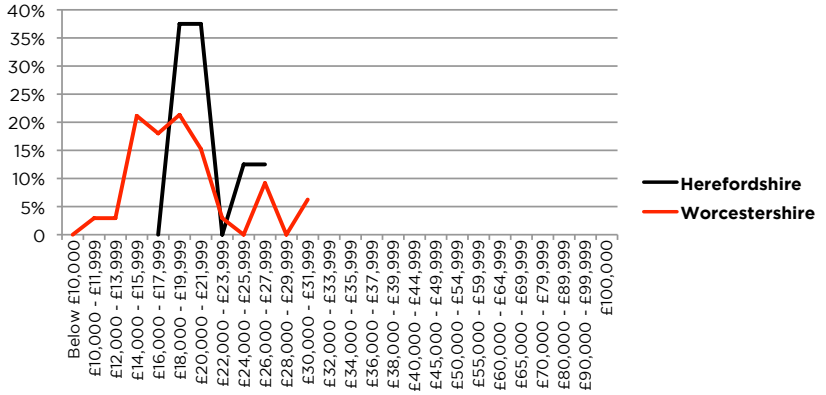
### Receptionist



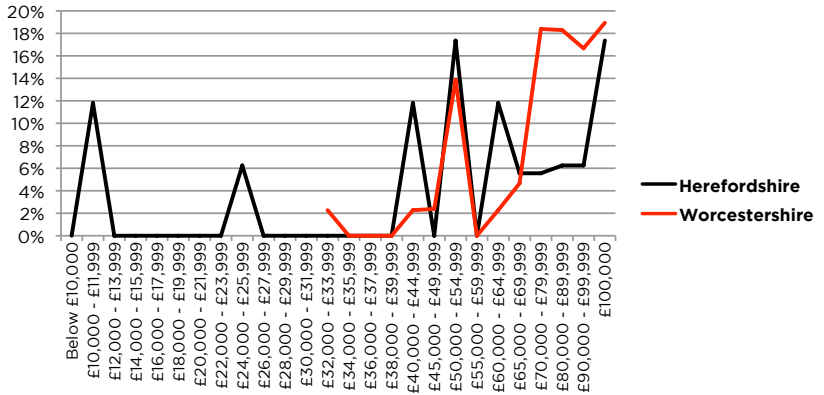
### Secretary / PA



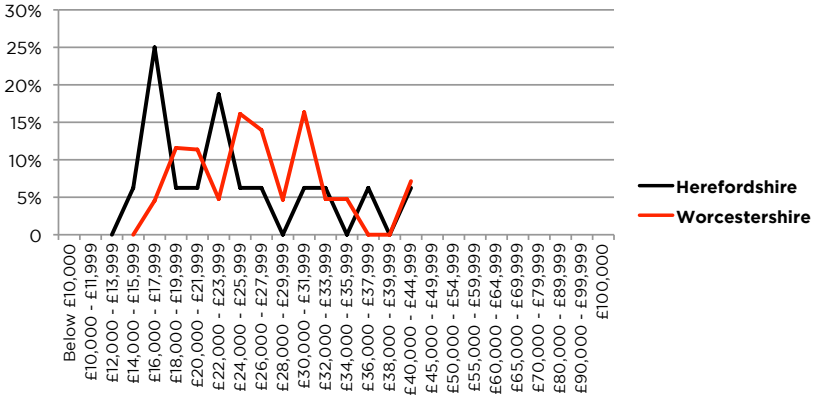
### Semi-skilled Labourer



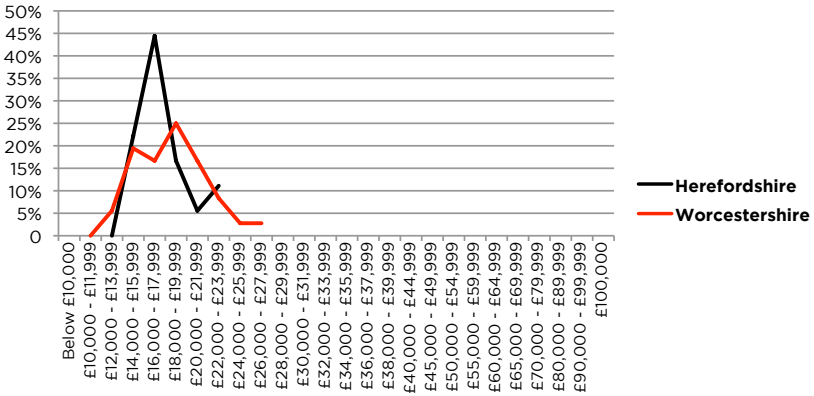
### Senior Directors



### Team Leader / Supervisor



### Warehouse Assistant





## Salary Analysis

With Laura Hewett, Director at Hewett Recruitment

Pay within the more highly skilled job-roles is generally higher in Worcestershire than Herefordshire, and can be seen quite clearly on the graphs for Marketing Manager, Production Manager, Team Leader / Supervisor, Accountant and Operations Director.

However for lower-skilled roles such as Production Operator, Receptionist, Secretary and Semi-skilled Labourer, there is less of a spread, with the two counties reporting similar pay averages. This is likely to be a result of the National Living Wage becoming the starting point for salaries in these roles.

Interestingly, the average pay for IT-based jobs is also similar across the two counties, giving evidence to the fact that companies are actively comparing and aligning their pay rates with competitors due to the skill shortage in this sector.

## But its not just about the money

Employee benefits have long been part of the employee value proposition designed to attract and retain talent, as well as enhance engagement and loyalty. A well-executed benefits package can send a positive message about the employer brand and demonstrate that an organisation is serious about rewarding and looking after its people.

Many existing benefit schemes are mainly designed for the baby-boomer generation now approaching retirement. The idea that the one-size-fits-all benefits package is equally attractive to all age groups may not be suitable for the contemporary workforce. There is now significant demand among all generational groups for flexibility and tailoring of packages.

A simple survey requesting employee input is a valuable tool in ensuring the benefits are delivering their objective for your organisation. Such an exercise also demonstrates that you care and value staff input.

Hewett Recruitment's team of specialist Consultants are available to offer further insight and guidance on pay and benefits packages for roles that are pertinent to your business, so please do get in touch.

### Head Office:

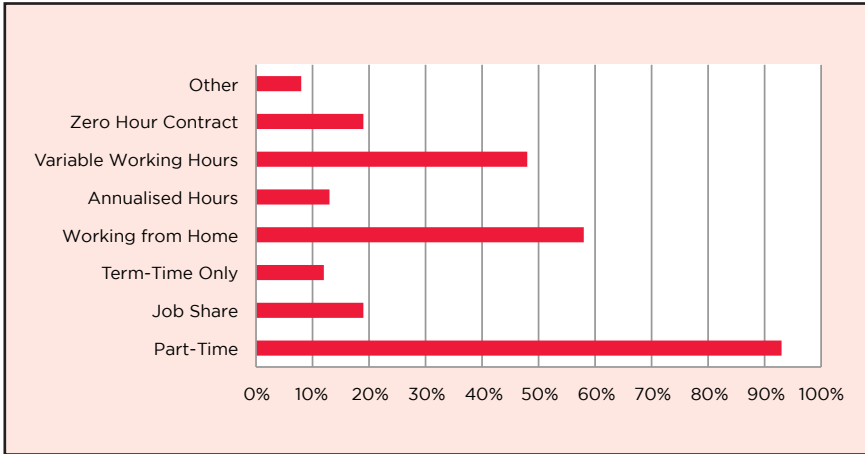
1 Bridge Street, Kidderminster, Worcestershire, DY10 1BN  
Tel: 01562 69090

### Worcester Office:

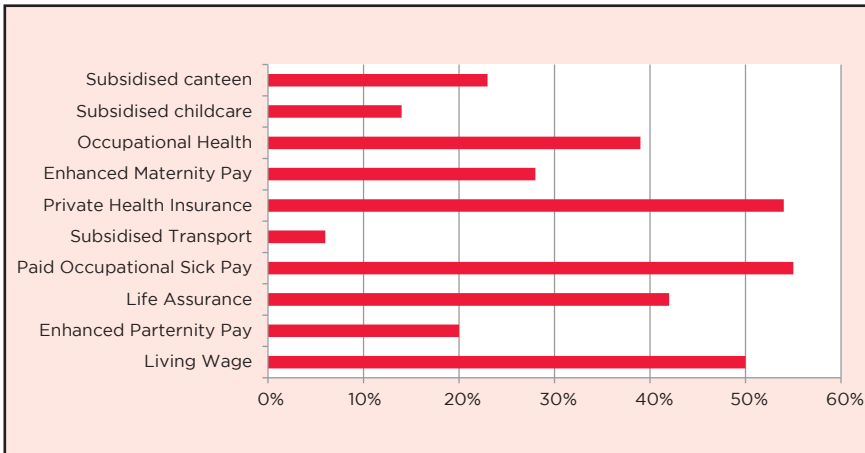
38 Foregate Street, Worcester, Worcestershire, WR1 1EE  
Tel: 01905 613413

## ADDITIONAL BENEFITS

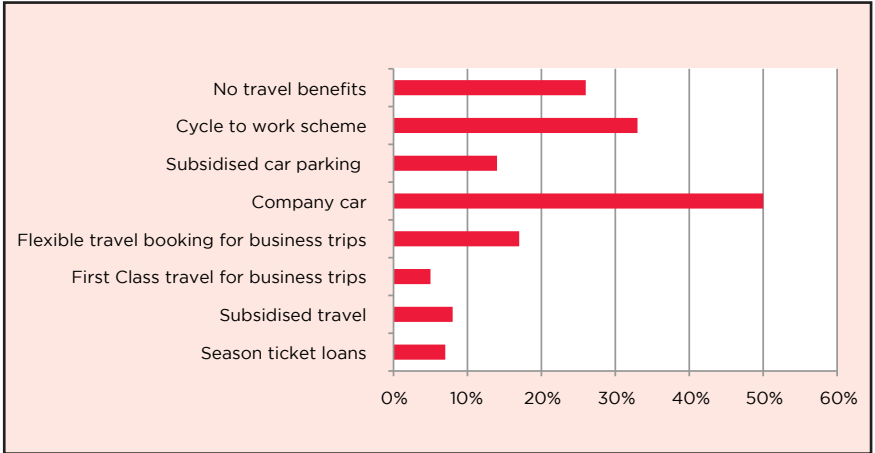
Which of the following flexible working options do you offer to your employees?



Which of the following benefits do you offer to your employees?



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



Interestingly, when looking at the data in more detail we found some differences between the two counties and the additional benefits and flexible working options on offer.

While more businesses in Herefordshire allowed some employees to work from home (67%) than in Worcestershire (53%), it's more common to see job shares in Worcestershire (21%) than in Herefordshire (7%). Part-time hours, working from home and variable working hours are the most popular flexible working options offered by firms in the two counties.

When looking at additional benefits offered by businesses, over half of businesses in Worcestershire and nearly half in Herefordshire offer private health insurance and paid occupational sick pay, meaning employees and potential employees can expect to be cared for in sickness and health by the firm.

Considerably more firms in Worcestershire offer enhanced paternity pay (26%) than in Herefordshire (4%), but over two thirds of firms in Herefordshire (74%) offer the Living Wage (separate to the National Living Wage) to employees than in Worcestershire where just over a third do (36%).

Nearly half of firms in Herefordshire offer company cars to certain levels of employees and 23% offer a cycle to work scheme, however a third of businesses do not offer any travel benefits. In Worcestershire 53% of firms offer company cars, 37% offer cycle to work schemes and 24% of firms do not offer any travel benefits.

**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.

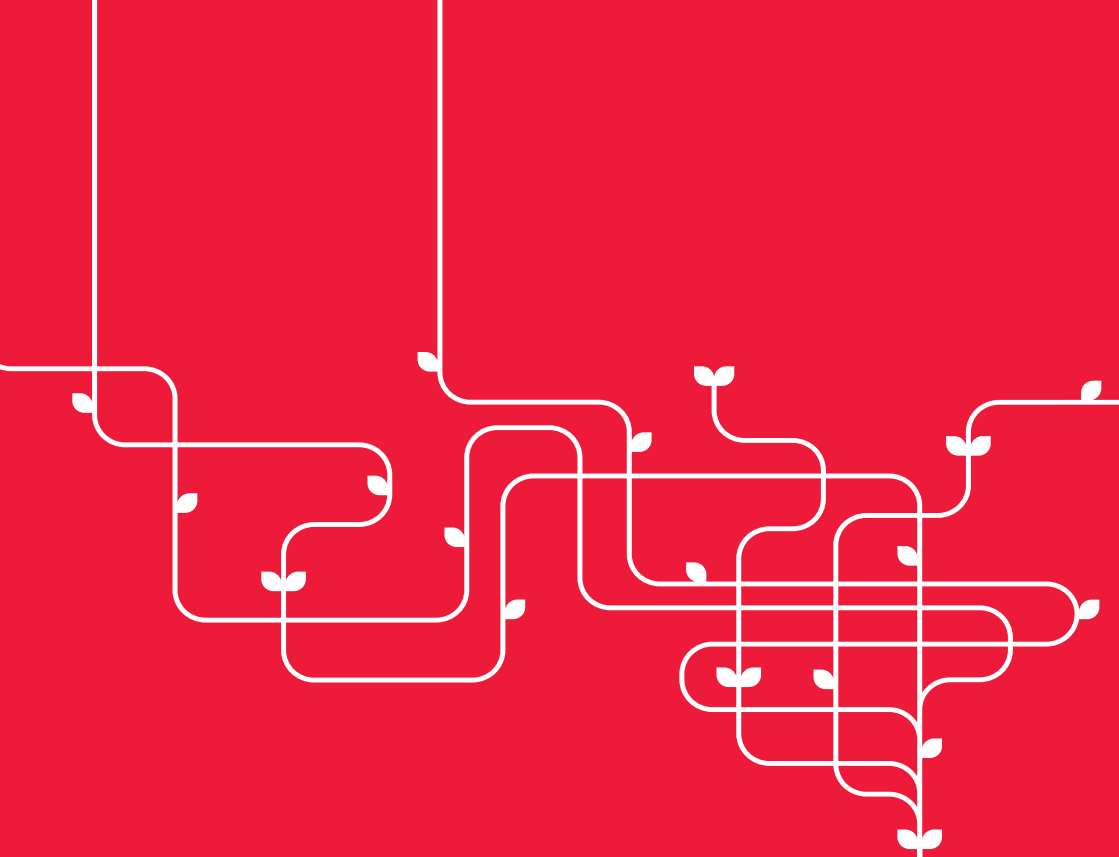
**As a Chamber Member you already have access to a number of free services that are included in your membership, including the legal helpline, members directory and perhaps the most relevant . . .**

## **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: This offer is only available to members of participating Chambers. This offer is available to direct new customers of AXA PPP healthcare only. 50% chamber membership is up to value of £125 per insured employee. 50% chamber membership can be claimed each year for up to 3 years as long as a current business healthcare policy remains in force. AXA PPP healthcare reserves the right to change or remove this special offer at any time.



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